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The MBE Monitor

Integrity. Accountability. Opportunity.

*A Publication of the Maryland Department of Transportation's Office of Minority Business Enterprise
The Official Certification Agency for the State of Maryland*

A Message From The Governor

I recently appointed Zenita Wickham Hurley as Special Secretary of the Governor's Office of Minority Affairs. Given her many contributions to Maryland's Minority Business Enterprise Program over the past seven years at the Maryland Department of Transportation (MDOT), I know she is the right person to lead our efforts to expand opportunities for minority- and women-owned businesses across the State.

Maryland's MBE/DBE certification program is a national role model, thanks in large part to Zenita's dedication and commitment to this growing business community. During her five-year tenure as MDOT's Director of the Office of Minority Business Enterprise (OMBE), Zenita has reduced the turnaround time for completing Minority Business Enterprise (MBE) and Disadvantaged Business Enterprise (DBE) certification by nearly 50 percent while increasing the number of certified firms by 29 percent. She also has drafted, edited and negotiated legislation recently passed by the Maryland General Assembly that enhances our MBE Program and extends the program to 2016. Prior to serving as Director of OMBE, Zenita was an assistant attorney general for MDOT's OMBE. In this role, she advised Transportation Secretary Beverley Swaim-Staley and MDOT Staff on matters concerning MBE/DBE certification, contract monitoring and compliance with federal and constitutional standards for affirmative action in public contracting.

Zenita is a strong advocate for business ownership and is recognized as a leader in her field. She has brought an unprecedented level of accountability and transparency to Maryland's certification program and is credited with implementing a statewide outreach program to promote the benefits of MBE/DBE certification.

I am confident that Zenita will serve the State well as Special Secretary, and I look forward to working with her to encourage and expand minority and women-owned business enterprise while improving services and accountability at our Office of Minority Affairs.

Sincerely,

Martin O'Malley
Governor



Putting a Face to the Name



Darrell B. Mobley has been serving as Deputy Secretary of the Maryland Department of Transportation (MDOT) since January 2011. He oversees a \$3.4 billion annual budget as the Chief Operating Officer for the 10,000-employee department comprising the Baltimore/Washington International Thurgood Marshall Airport, the Port of Baltimore, the Maryland Motor Vehicle Administration, and an extensive mass transit and highway network. From July through September of 2011, Mr. Mobley also served as Acting Administrator for the Maryland State Highway Administration (SHA). Prior to his appointment by Governor Martin O'Malley, Mr. Mobley was SHA's District Engineer for Prince George's and Montgomery counties. A native of Baltimore, Mr. Mobley has more than 20 years of public and private sector experience combined. An effective and experienced leader in the transportation industry, Mr. Mobley oversaw the design and construction of the first American Recovery and Reinvestment Act stimulus project in the nation.

Richelle Thomas was recently named Director of the Maryland Department of Transportation's (MDOT) Office of Minority Business Enterprise (OMBE) by the Secretary of Transportation Beverley K. Swaim-Staley. Previously serving as Deputy Director of OMBE since 2008, Ms. Thomas has held primary leadership roles including oversight of the 2011 Disparity Study, representing MDOT on several legislative task forces and contributing to key legislative issues such as the reauthorization of the MBE Program. As OMBE's Director, Ms. Thomas will oversee all aspects of the certification program while ensuring compliance with State and federal statutes and regulations. Ms. Thomas' public service career spans nearly 30 years and includes service with the Department of General Services and the Department of Housing and Community Development.



Harold M. Bartlett has come out of retirement to assume the role of Executive Secretary of the Maryland Transportation Authority (MDTA). Mr. Bartlett spent more than 20 years with the Washington Metropolitan Area Transit Authority before joining the Maryland Department of Transportation where he served as Deputy Secretary between September 2009 and late 2010. During his tenure in that position, he served as Acting Executive Secretary of MDTA and oversaw completion of the first segment of the Intercounty Connector before retiring in February 2011. In his current role, Mr. Bartlett exercises overall management of MDTA's operations and its 1,800 employees, including the nationally-accredited MDTA Police.

Melinda B. Peters has been appointed Administrator of the Maryland State Highway Administration (SHA). The first woman to serve in this capacity, Ms. Peters has played a lead role in the development of numerous complex projects including US 29 corridor improvements, reconstruction of the I-270/MD-124 interchange and improvement of MD 212/Powder Mill Rd. She joined SHA's Highway Design Division in 1995 and for the past six years has served as the Director of the Intercounty Connector Project, one of the most challenging and environmentally-sensitive projects in the country. Ms. Peters leads one of the largest agencies in state government with an annual budget of \$1.4 billion and a staff of 3,000.





MBE Spotlight

Sue-Ann's Office Supply, Inc.

Sue-Ann's Office Supply was founded in 1985 and became incorporated in 1986. Family owned and operated, the company offers a full line of office products, including furniture and equipment, with competitive pricing and personalized service.

As a new entrepreneur, owner Beverly A. Williams worked with a business counselor who told her about the benefits of public and private sector minority certification programs. She became certified in Maryland's Minority Business Enterprise (MBE) Program in 1988.

"I wear multiple hats every day and handle the marketing, sales, accounting, purchasing, human resources and administrative functions of my business," commented Williams. "It isn't easy to get out of the office, but I've learned that one-touch marketing doesn't work. You have to build relationships."

Williams has done this on multiple levels. She joined the National Minority Supplier Development Council to reach private sector companies and got actively involved by joining committees and attending events. She also became certified as a women-owned minority business with the



City of Baltimore and attends procurement fairs and job-specific outreach events as often as possible.

"You have to show up with plenty of business cards and copies of your capability statement. It is rare you find the decision-makers at these events, but what you look for is somebody who can help you make a connection to the right person," Williams said.

The office supply industry is very competitive, and Williams is always working to position Sue-Ann's Office Supply as a value-added company.

"Things aren't easy and there are still some prejudices out there, but getting the work usually circles back to relationships," Williams stated.

So what advice does Williams have to offer MBEs still working to get that first job?

"Find out what agencies buy your products. Key in on those and have conversations about their needs so you can determine if you should spend time developing a relationship or if you should move on," Williams advised. "You should also get to know the agency's MBE Liaison. This person can help connect you to the prime bidders who are looking for MBE partners."

Small Business Resource

OSDBU

The US Department of Transportation's Office of Small and Disadvantaged Business Utilization (DOT/OSDBU) was created as part of the Small Business Act (SBA) to ensure that small and disadvantaged businesses are provided maximum opportunity to participate in the agency's contracting process.

OSDBU's mission is very clear: ensure small business policies and the goals of the Secretary of Transportation are implemented in a fair, efficient, and effective manner to serve small

businesses; implement DOT's activities on behalf of small businesses, in accordance with Sections 8, 15, and 31 of the SBA; and provide opportunities, technical assistance, and financial services to the small business community.

To fulfill its mission, OSDBU is divided into the following divisions:

Procurement Assistance Division - works closely with DOT prime contractors, program and procurement officials, provides management oversight and serves as a liaison with the SBA.

Financial Assistance

Division - administers the Short-Term Lending Program (STLP), which offers financing at competitive interest rates to certified minority, woman-owned, and Disadvantaged Business Enterprises to work on transportation-related contracts.

Regional Partnerships

Division - oversees the Small Business Transportation Resource Centers (SBTRCs), which provides small businesses at the state and local level with valuable information and technical assistance.

National Information Clearinghouse - where businesses can obtain program and procurement

information, answers to questions, and marketing tips by calling 1-800-532-1169.

Visit DOT/OSDBU online to learn more about how you can connect to this valuable small business resource today. <http://osdbu.dot.gov/>.



SBA Size Standards

The United States Small Business Administration (SBA) increased 37 small business size standards for 34 industries and three sub-industries in the North American Industry Classification System (NAICS) Sector 54, Professional, Technical, and Scientific Services.

SBA increased the \$4.5 million size standard to \$7 million for NAICS 541310 (Architectural Services) and retained the current \$7 million size standard for NAICS 541320 (Landscape Architectural Services). SBA also increased one size standard in NAICS Sector 81, Other Services, which it did not review in 2010. These size standards are all receipts-based. SBA is retaining the current standards for the remaining industries in NAICS Sector 54. This rule also removes “Map Drafting” as the “exception” to NAICS 541340, Drafting Services.

The revised size standards took effect on March 12, 2012. SBA’s final rule is available at www.Regulations.gov (RIN 3245-

Marketing Tip

Composing a Powerful Capability Statement

Capability Statements have become a business requirement for firms seeking to perform as a prime or subcontractor on government contracts. A relatively new marketing tool, the Capability Statement is all about delivering a clear and concise presentation of the information most important to decision-makers: qualifications, past performance, differentiators and contact information. Think of the Capability Statement as a combination of a cover letter and resume for your company. It identifies who you are, what you do and who you have worked with in the past. It also emphasizes the unique characteristics which differentiate you from the competition.

- Clearly title the document as a Capability Statement and do your best to keep it to a one page, one-sided document. If absolutely necessary, use the back of the paper, but do not let it grow to two pages.
- Clearly identify your company by including your logo along with the name, phone number and email address of a specific contact person.
- Lead off with your company’s core competencies. After a brief introduction, use bullet points and/or key words in short sentences to highlight your qualifications as they relate to the project and/or client.
 - Past performance is a critical factor. Identify past customers, briefly describe the work and provide specific contact information including name, title, email and phone number.
 - What makes you different from your competitors? Identify your key differentiators in relation to how they benefit this specific project and/or client.
 - Fancy graphics are not required, but don’t neglect the visual appeal of your Capability Statement.
 - Include any and all pertinent codes, registration numbers, (i.e. NAICS, DUNS, CAGE, BPAs) certifications and/or socio-economic programs (i.e. MBE, DBE, 8(a), HubZone).
 - If you accept credit and/or purchase cards, note that as well.



Fancy graphics are not required, but don’t neglect the visual appeal of your Capability Statement. You’ll likely want to send it electronically as well as print hard copies, so save it as a PDF (Portable Document Format). As your business grows, be sure to update your Capability Statement regularly. It is a dynamic representation of your company,. Don’t let it get stale.

Personal Net Worth

The Personal Net Worth (PNW) cap applied to Maryland’s Minority Business Enterprise (MBE) Program increased from \$1,530,652 to \$1,577,337 effective January 1, 2012.

As required by State

law, the MBE Program’s PNW cap is adjusted annually based on the Consumer Price Index. MDOT’s Office of Minority Business Enterprise, the State’s official certification agency, is responsible for calculating the annual cap.

The new cap applies to any disadvantaged owner whose ownership interest in a firm is relied upon for certification in the MBE Program and all MBE certification decisions rendered between January

1, 2012 and December 31, 2012.

The PNW cap in place for the federal Disadvantaged Business Enterprise (DBE) program is not affected and remains \$1,320,000.



Microenterprise Loans

A Good Fit for Micro Businesses

Entrepreneurs come in all shapes and sizes, including the very small. That's why Maryland is now offering a special loan program for these micro businesses that have fewer than five employees and are seeking a capital loan under \$35,000.

The Maryland Microenterprise Loan Program (MLP) is administered through the Maryland Department of Housing and Community Development (DHCD) and designed to provide entrepreneurs with flexible financing for microenterprise start-ups and expansions within designated Sustainable Communities throughout the State. The

program expands opportunities for microenterprise development, creates new opportunities for small business development and sustains local economies in Maryland communities. MLP utilizes established partnerships with community-based microlenders who originate and administer microenterprise loans. Known as Intermediaries, these valuable partners understand their local economy and can help connect micro-entrepreneurs to valuable resources for training and technical assistance.

"This new public-private partnership will provide better access to capital for establishing and sustaining micro-businesses," stated Dawn Medley, DHCD's Business Lending Program's Director. "With the banking industry's heightened credit requirements and the disappearing equity in private homes, small business owners face an even greater crisis in surviving the downturn in the economy. They need more creative financing resources and MLP can help."

The MLP is a good fit for retail businesses and manufacturers in goods and services related businesses.



The firm must be located in a designated Sustainable Community, it cannot exceed \$500,000 in annual revenue and may not have more than five employees at the time of application.

MLP funds can be used as general working capital or to cover costs associated with opening or expanding a small business. It can also be used for marketing/planning/feasibility studies, real estate acquisition down payments, minor renovations, minor leasehold improvements or machinery and equipment purchases.

To learn more about Maryland's Microenterprise Loan Program and other business lending programs offered through DHCD, visit www.dhcd.maryland.gov or call 410-514-7237.

To receive a microenterprise loan application, contact one of the Intermediaries listed below:

Enterprise Development Group (EDG)
301.445.1598

www.entdevgroup.org

Serving Anne Arundel, Baltimore, Charles, Frederick, Howard, Montgomery, Prince George's counties and Baltimore City

Latino Economic Development Corporation (LEDC)

1.866.977.LEDC

www.ledcmetro.org

Serving Montgomery and Prince George's counties

Maryland Capital Enterprises, Inc. (MCE)
410.546.1900

www.marylandcapital.org

Serving Anne Arundel, Baltimore, Caroline, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico and Worcester counties and Baltimore City

Prince George's Financial Service Corporation
301.883.6900

www.fscfirst.net

Serving Prince George's County

Is your business located in a Sustainable Community?
Find out at www.dhcd.maryland.gov.



Martin O'Malley
Governor

Anthony G. Brown
Lt. Governor



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Please call 410-865-1269
or TTY 410-865-1342.

Website:
www.mdot.maryland.gov

Email:
mbe@mdot.state.md.us

eMarylandMarketplace

The State of Maryland's Department of General Services (DGS) has implemented a replacement to the old legacy eMarylandMarketplace (eMM) on-line procurement system. While this enhanced system looks different, it provides the same functionality as the previous system and will offer additional benefits to users in the vendor community such as the ability to search and manage contracts, create ad hoc reports and easily view bid holder lists. It is critical you verify all data that was moved from the old legacy eMM to the new eMM. If your company registered in the old eMM on or after 12/01/11, you must re-register in the new eMM platform.



Maryland's Small Business Reserve (SBR) Program has been integrated into eMM. You must be registered with eMM before you can register in the SBR. Complete instructions are available online.

Contact DGS during normal business hours with any questions about the new format at 410-767-1492 or emaryland@dgs.state.md.us. To view helpful Quick Reference Guides and FAQs, visit www.emaryland.buyspeed.com.

Seeking Additional NAICS Codes?

Certified firms are encouraged to request additional NAICS codes as their business grows and new products or services are added. Simply submit an Expansion of Services request in writing to MDOT's Office of Minority Business Enterprise (OMBE). An officer will be assigned to investigate the request and perform an on-site visit to verify compliance with established certification requirements. An Expansion of Services request form, along with a checklist of the required supporting documentation, is available online at www.mdot.maryland.gov in the Minority/Disadvantaged Business Enterprise. under the Resources & Information tab.

Online Directory of Certified Firms



The MDOT Directory of Certified MBE, DBE and ACDBE Firms (Directory) is a valuable resource for public and private sector procurement professionals. Maintained online in real time, the Directory is the official record of a firm's certification status. Make sure the information people see about your company is up-to-date and accurate. If you haven't looked at your listing recently, now is the time to visit mdot.maryland.gov, click on the Minority/Disadvantaged Business Enterprise left tab then select the Directory from the top navigation bar.

Visit the website today and check out these new enhancements:

- Use the Predefined Directory Search option to download the most popular search criteria
 - Customize your own search using 12 different data fields and unlimited combinations of variables
 - Select up to five distinct NAICS codes per search
 - Download search findings to an Excel spreadsheet
 - Track the status of firms that are currently being considered for certification with the Office of Minority Business Enterprise
 - Easily determine if a firm is currently in Graduated or Partially-Graduated status
- For help navigating the Directory or to speak with a staff member about an update, call OMBE at 410-865-1269.

2012 MBE University Conference Series

**Save the
dates!**

MINORITY BUSINESS ENTERPRISE UNIVERSITY



June 5, 2012

Howard County—Howard Community College

*Strategic Alliances: Connecting Small, Minority and Local Businesses
to Public/Private Sector Opportunities*

October 29, 2012

**Baltimore County—Oregon Ridge Park
Beach and Conference Center**

*Strategic Alliances: Connecting Small, Minority and Local Businesses
to Public/Private Sector Opportunities*

**Maryland is open
for business!**



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