

**5th**  
annual  
procurement fair  
FOR M/WBE CERTIFIED FIRMS



learn  
connect  
succeed

**NYC**  
Michael R. Bloomberg  
Mayor

Small Business  
Services

"Our Administration is committed to creating opportunity for all New Yorkers. The City's M/WBE program has helped the growing number of companies owned by minorities and women succeed in getting access to City contracts. That has meant billions of dollars in business to those companies, and it has helped ensure that the diversity of our great city is reflected in our City contracts."

**MICHAEL R. BLOOMBERG**  
**MAYOR OF NEW YORK CITY**



To our M/WBEs, Fellow Agencies, Corporate Partners and Friends:

Welcome to the Fifth Annual Citywide Procurement Fair, an event dedicated to City-certified Minority and Women-owned Business Enterprises (M/WBEs).

With representatives from 72 agencies, prime contractors and corporations, this year's conference is better than ever. You'll find a wide range of opportunities to connect with buyers who seek your goods and services, as well as new workshops designed to help you succeed in public contracting.

As always, we have partnered with the New York City Council, City agencies, and community organizations to spread the message that New York City wants to increase business with M/WBEs. As more and more businesses certify with the City, and as certified firms continue to build capacity, events like these help increase competition for the City's business, benefiting all New Yorkers.

The Mayor's Office of Contract Services (MOCS) and the Department of Small Business Services (SBS) work closely to administer the City's M/WBE Program. MOCS trains agencies to implement and comply with program requirements and procurement rules. In addition, MOCS provides agencies with technical assistance to make City contracting more competitive, fair, effective and efficient, yielding value and savings as the City provides services to the public.

SBS helps connect firms with contracting opportunities and ensures that agency buyers are familiar with our certified companies. SBS also provides complimentary services to help firms grow and become more competitive.

Through NYC Business Solutions Centers, vendors have free access to business courses, financing assistance, legal advice, and employee recruiting and training assistance, throughout the five boroughs.

We'd like to thank our staff for all their hard work in creating the Fifth Annual Citywide Procurement Fair, and in their commitment to helping City-certified businesses learn, connect and succeed, throughout the year. Please don't hesitate to reach out to them at any stage of the procurement process, and well beyond.

A handwritten signature in black ink, appearing to read "Marla G. Simpson".

Marla G. Simpson  
Director and City Chief  
Procurement Officer  
Mayor's Office of Contract Services

A handwritten signature in black ink, appearing to read "Robert W. Walsh".

Robert W. Walsh  
Commissioner  
NYC Department of Small Business Services

Since 2007, SBS increased the value of M/WBE subcontracts by 500% by working with buyers at City Agencies to hold prime contractors accountable for meeting M/WBE subcontracting goals.

# LEARN

To make the most of the procurement fair, follow these simple tips and tactics.

## **MAXIMIZE YOUR TIME**

Use the *Agency Guide* located under “Connect” to help you prioritize whom you’d like to contact at the fair.

## **STAY FOCUSED**

If attending the fair with colleagues, network with a plan, use your time wisely and aim for 10-minute conversations with those you came to meet. Define short-term & long-term goals for each contact (e.g., a meeting, proposal debriefing, or upcoming opportunity).

## **BUILD RELATIONSHIPS**

Network with those who you can build relationships with, and who can help open doors for your business. Keep your business cards readily available.

## DID YOU KNOW?

With a streamlined application process, SBS expanded the M/WBE Certification pool from 700 to over 3,000 firms.

# benefits of certification

Certification puts you in a unique position to meet, bid and work with New York City businesses, government agencies, colleges and more. The City of New York spends over \$17 billion yearly on goods and services. Certified businesses have greater access to contracting opportunities through classes, networking events, and targeted solicitations.



## DID WHAT?

When the City needed an architectural firm to design its Ocean Breeze Indoor Track and Field house in Staten Island as part of its future sustainability efforts, PlaNYC, it called on Sage & Coombe Architects.

**BECOME A GOVERNMENT CONTRACTOR:** SBS assists with government certifications, vendor enrollment, and procurement rules at the City, State and Federal level.

**FIND THE RIGHT OPPORTUNITY:** SBS matches companies with buyers, alerts them to opportunities, and advises them on how to position themselves in the government procurement market.

**COMPETE FOR CONTRACTS:** SBS provides guidance on understanding contract requirements, offers valuable feedback on bids and proposals, and addresses project financing and bonding needs.

**PERFORM ON A CONTRACT:** SBS educates companies on how to successfully perform on awarded contracts, submit payment paperwork, and resolve issues with government agencies.

# PROGRAMS TO HELP GROW YOUR SKILLS AND YOUR BUSINESS

**STRATEGIC STEPS FOR GROWTH:** Offered jointly by the NYC Department of Small Business Services and the Leonard N. Stern School of Business Berkley Center for Entrepreneurship & Innovation at New York University. The program covers business assessment, financial data, marketing and sales, building staff, accessing capital and government contracts. Each firm leaves with a three-year Strategic Growth Action Plan™ and the skills needed to expand his or her business.

**SBS/COLUMBIA UNIVERSITY CONSTRUCTION MENTORSHIP PROGRAM:** Two-year construction management certificate program provides academic training, access to on-the-job feedback, technical assistance, and the opportunity to compete for Columbia University projects.

**FUNDAMENTALS OF CONSTRUCTION MANAGEMENT:** Seven-course, 90-hour certificate program offered at NYC College of Technology brings firms through the full City construction project life cycle.

## LEARN MORE

email: [bizhelp@sbs.nyc.gov](mailto:bizhelp@sbs.nyc.gov)



*Photo: Founding Class of  
Strategic Steps for Growth*

accenture

High performance. Delivered.

AMERICAN EXPRESS  
OPEN

AXA AXA EQUITABLE  
redefining standards®

BNY MELLON

citi

COLGATE-PALMOLIVE COMPANY

COLUMBIA UNIVERSITY  
IN THE CITY OF NEW YORK

conEdison

CREDIT SUISSE

Goldman Sachs

IBM

nationalgrid  
THE POWER OF ACTION



# more connections create more opportunities FOR M/WBES

SBS is proud to announce the Corporate Alliance Program (CAP), a new initiative between 12 corporations and the NYC Department of Small Business Services designed to connect certified Minority and Women-owned Business Enterprises (M/WBES) to contracting opportunities in the private sector. CAP also enables construction firms to compete for university campus and corporate work.

CAP makes it easier to do business with the private sector through corporate skills training and a mentorship that pairs M/WBE CEOs with senior corporate leadership.

To take advantage of CAP, you must be currently certified with the City of New York and have a complete and up-to-date profile on the SBS database.

SBS created a new initiative — Corporate Alliance Program (CAP) — to open up contracting opportunities in the private sector for City-certified M/WBEs.

# CONNECT

To find those in the market for what you sell, make it your business to connect online and off.

## CLICK AND CONNECT

Check the *City Record* online and agency websites for current and upcoming contracting opportunities. Devote resources to finding programs that guide and prepare you for the growth of your company.

## TEAM UP

Look for opportunities to team or partner with another business that can expand the scope of contracts you can bid on. Also be among the first to attend pre-bid conferences to network and identify subcontract opportunities.

## STAY CURRENT

Be sure your contact information on the *Online Directory* is current so that buyers can easily find you. An accurate profile, product and service codes are vital to receiving the right solicitations from the City.





# NYC Business Solutions

## POSITIONS NEW YORK CITY BUSINESSES FOR SUCCESS

Do you have a well-established business but costs are eating into your profits? Perhaps you're considering opening a new location or expanding in your existing location. With so much to know and do, how do you accomplish your business objectives?

NYC Business Solutions is set of free services offered by the Department of Small Business Services to help businesses start, operate and expand in New York City.

- Financing Assistance
- Business Courses
- Recruiting & Training Employees
- Legal Review of Contracts and Leases
- Incentives
- Navigating Government plus NYC Business Express

**LEARN MORE AT [WWW.NYC.GOV/NYCBUSINESS](http://WWW.NYC.GOV/NYCBUSINESS)**

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**your business**  
**OUR PURPOSE**



Nearly one in four contracts of \$100,000 or less will be awarded to an M/WBE this year — up from 9% in 2007.

# SUCCEED

To create a strong track record and a solid bottom line, it takes a whole lot of persistence and a little assistance.

## **GET BETTER ABOUT BIDDING**

When you're preparing a bid or proposal, take advantage of free assistance from SBS and our partner organizations. Always avail yourself of debriefings if you're not the awarded vendor. Keep networking and keep bidding.

## **FOCUS ON THE DETAILS**

Make sure you understand all the requirements in a contract and have agency contacts for project-specific issues and for payment questions (e.g., EEO and wage standards, and Vendex).

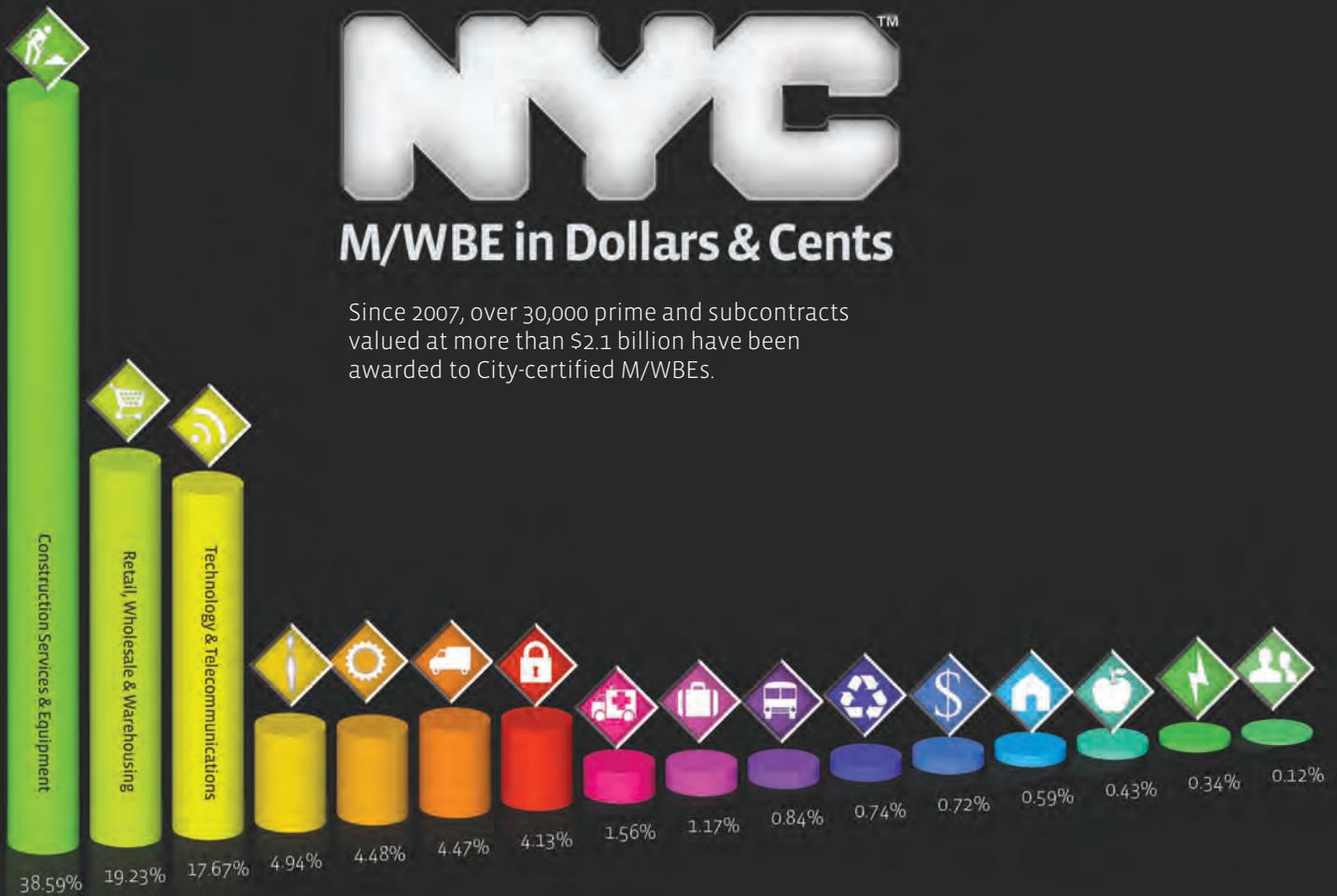
## **DELIVER WHAT'S PROMISED**

Always follow up with your customers to ensure satisfaction. Pay attention to their priorities and fulfill all your promises.

# NYC

## M/WBE in Dollars & Cents

Since 2007, over 30,000 prime and subcontracts valued at more than \$2.1 billion have been awarded to City-certified M/WBEs.



### CITYWIDE PROCUREMENT MARKET — A WEALTH OF OPPORTUNITY FOR M/WBES

CHART LEGEND

- Construction Services & Equipment
- Retail, Wholesale & Warehousing
- Technology & Telecommunication
- Creative Products & Services
- Industrial Manufacturing & Equipment
- Automotive & Transportation
- Facilities & Security Products & Services
- Health Care & Pharmaceutical Products & Services
- Business Services & Support
- Educational Services & Equipment
- Environmental Services & Equipment
- Financial & Insurance & Real Estate Services
- Architectural & Engineering Products & Services
- Agriculture & Food Products & Services
- Energy & Utilities
- Social & Human Services

# an M/WBE did what?

Award-winning marketing communications and graphic design firm, SouVez Inc., created this unbelievable, visually stimulating art-work, "gotta have it," resource guide for SBS.



## DID YOU KNOW?

Nearly 90% of the City's procurements are \$100,000 or less — over 6,636 contracts were awarded to M/WBEs in 2010.

### WHAT DOES THIS MEAN?

It spells opportunity and a way to get your foot in the door.

### THE NUMBER OF CONTRACTS AWARDED TO M/WBES WITHIN EACH INDUSTRY.\*



\*City contracts \$100,000 or less



# overall value of awards

## NYC Department of Environmental Protection (DEP)

**NEW YORK CITY**  
AGENCY OF THE YEAR

“MWBE participation is a top priority at DEP, as it is for the entire Bloomberg Administration. With roughly \$11 billion in current construction work and a huge need for goods and services to support our operations, there are plenty of opportunities for Minority and Women-owned businesses to participate in DEP work and offer their services to New Yorkers.”

**CASWELL F. HOLLOWAY, COMMISSIONER**  
**NYC DEPARTMENT OF ENVIRONMENTAL PROTECTION**



DEP manages the City’s water supply, protecting the environmental health, welfare and natural resources of the City and its residents.

DEP typically purchases professional services, including design consultant and engineering services; construction services, including heavy construction; goods such as paint, safety equipment and supplies; and standard services such as maintenance and repair services. Subcontracting opportunities available through DEP include IT consulting and construction trades.

In fiscal year 2010, DEP increased the value of awards to M/WBEs in prime and subcontracts with 52 formal contracts valued at \$52.89 million and 174 subcontracts valued at \$156.9 million — a 171% and 61% increase over fiscal year 2009, respectively.

*Photo: Left to right, back row: Joseph Osenni, Eugene Powba, Tom Baldwin, Greg Hall, Commissioner Caswell Holloway, Ira Elmore, Dan Katz, Alan Wasserman, Rodney Osborne  
Front row: Laurie Arena, Aileen Hernandez, Debra Butlien, Mary Pazan*

# best performance

NYC Department of Correction (DOC)



“The New York City Department of Correction is strongly committed to utilizing M/WBEs in the purchase of goods, services and construction to operate and maintain the day-to-day operations of DOC’s many facilities. We are proud to contribute to citywide efforts to encourage diversity in the New York City business environment.”

**DORA B. SCHIRO, COMMISSIONER  
NYC DEPARTMENT OF CORRECTION**

**NEW YORK CITY  
AGENCY OF THE YEAR**

DOC maintains and operates 14 correctional facilities as well as court detention facilities and hospital prison wards. DOC also provides transportation for city inmates and burial services for the indigent in the city cemetery.

DOC typically purchases construction services; standard services, including sewer cleaning; and goods such as building construction materials, telephones and security items.

In fiscal year 2010, DOC demonstrated remarkable performance in contracts awarded to City-certified M/WBEs in amounts under \$100,000. DOC awarded 35% of the value of micro purchases and 31% of the value of small purchases to M/WBEs, both double-digit improvements over the previous year. These tremendous accomplishments speak volumes about DOC’s commitment to encouraging a competitive and diverse New York City business environment.



# NYC Department of Sanitation (DSNY)

In recognition of the City agency that has gone above and beyond to strengthen the City's M/WBE program.

**NEW YORK CITY**  
ADVOCATE OF THE YEAR

“The Department of Sanitation is honored to receive this award from the Department of Small Business Services in recognition of the hard work, diligence, and dedication of our Agency Chief Contracting Office.”

**JOHN J. DOHERTY, COMMISSIONER  
NYC DEPARTMENT OF SANITATION**



*Left to right: Commissioner John J. Doherty, Ronald Blendermann, Robert Orlin, Santo Cimino*

DSNY provides waste collection and disposal services to the City of New York. DSNY typically purchases standard services such as cleaning and janitorial services, waste hauling, and export services; professional services such as medical testing and construction management; construction services such as electrical, plumbing, HVAC, and general construction; and goods such as building and automotive supplies, office supplies, tools, and lumber.

In fiscal year 2010, DSNY was a leader in implementing creative initiatives to further the goals of the City's M/WBE program, including extensive outreach to encourage more M/WBE subcontractors to attend pre-bid meetings to network with prime bidders, and developing specific tools which help contractors understand the requirements for working on projects covered by the City's M/WBE program. As well as sponsoring and participating in numerous networking events and workshops to help M/WBE vendors become more competitive on City contracts.



“Whenever I see anything from SBS I sign up. The workshops are an incredible opportunity to meet the buyers, understand their unique needs, and get your company on their radar.”



**NEW YORK CITY**  
**M/WBE OF THE YEAR**

# Pina M. Inc.

Deciding to launch her own company as a healthcare and laboratory safety products provider in 1996, Maria Coria initially targeted the New York City Department of Health and Mental Hygiene. She soon learned they were just the tip of the iceberg.

Since fiscal year 2007 alone, Pina M. Inc. has won over 600 contracts, ranging from a few hundred dollars to over \$40,000 with 19 city agencies. The company has steadily increased its revenue, year over year, with the City, having grown from a staff of one to four, increasing its product offerings to include industrial supplies.

“At first, selling to the government seemed like a difficult maze to go through,” says Maria Coria, “but then I got on the vendor list and certified with SBS, which has allowed us a greater chance to get solicited for opportunities.” In addition, Maria has used many of SBS’ workshops to grow her business.

*Maria Coria, President*



NEW YORK CITY  
M/WBE OF THE YEAR

“Afax has performed on over 1,200 City contracts with over 38 city agencies.”

*Nilda Marques, President*

# Afax Business Machines, Inc.

As a child in Cuba, Nilda Marques was absorbed in the running of her family’s small business. So it came as no surprise that she would go on to found and run her own company, Afax Business Machines Inc., a provider of office equipment, supplies and services.

As president of Afax Business Machines, Nilda ensures they “consistently deliver what they promise — very high quality service, merchandise, and delivery.”

In the 1980’s, Afax worked with such City agencies as ACS and HRA. In the past five years alone, Afax has performed on over 1,200 City contracts with over 38 city agencies.

For their excellent customer service, reliability, and delivery in fiscal year 2010, the Department of Correction selected Afax Business Machines for M/WBE of the Year.



# Eaton Electric, Inc.

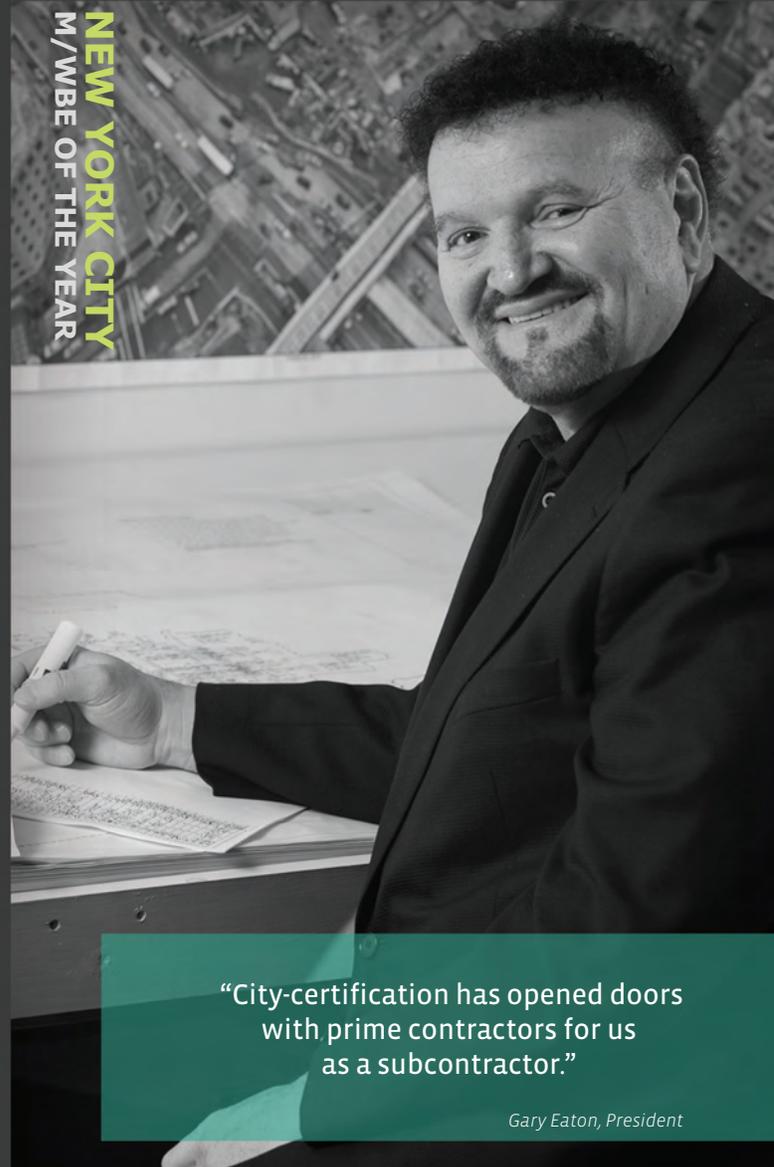
Gary Eaton started Eaton Electric Inc. over 28 years ago out of a station wagon, mainly doing jobs through word of mouth. Today, a premier electrical contracting company, Eaton Electric works on a number of projects, several of which are with NYC Department of Environmental Protection (DEP), contributing directly to the maintenance of our City's water system.

Gary came to DEP to learn about opportunities to work on small-to mid-sized construction projects. He achieved a significant breakthrough when his firm landed a subcontract at Newtown Creek Water Pollution Control Plant, a large project in Greenpoint, Brooklyn. Eaton Electric's solid performance was quickly recognized and led to numerous other subcontracts.

Gary also credits the mentorship and working relationship he has shared with Gary Segal of Five Star Electric. "Gary Segal took a chance with Eaton Electric and gave me the opportunity, help and knowledge on how to succeed in the electrical contracting business. It has made all the difference."

For those firms looking to do business with the City, Gary advises that they get educated and perfect their paperwork. "Firms must learn about all the opportunities out there. Many don't understand all the programs and help available," says Gary. "Paperwork is also very important. We make sure we know exactly what has to be done all the time and everyone collaborates and looks out for each other."

For Eaton Electric's solid performance as a subcontractor, DEP selected Eaton Electric Inc for the M/WBE of the Year award for fiscal year 2010.



**"City-certification has opened doors with prime contractors for us as a subcontractor."**

*Gary Eaton, President*

# Put NYC Business Solutions to work for you

For more information,  
call 311, ask for NYC Business Solutions  
TTY users, call 212-504-4115  
log onto [nyc.gov/nycbusiness](http://nyc.gov/nycbusiness)  
 [facebook.com/NYCBusiness](https://facebook.com/NYCBusiness)  
 [twitter.com/NYCBusSolutions](https://twitter.com/NYCBusSolutions)



BUSINESS  
COURSES



LEGAL  
ASSISTANCE



FINANCING  
ASSISTANCE



INCENTIVES



NAVIGATING  
GOVERNMENT



RECRUITMENT



TRAINING



SELLING TO  
GOVERNMENT



CERTIFICATION