

# BetterBusiness

VOLUME 12, ISSUE 1 • WINTER 2013

Lorraine Grillo,  
SCA President  
& CEO

## School Construction Authority

leads city in  
MWLBE contracts

**PLUS**

**A look at immigration reform**

**NMBC graduates executive  
management program inaugural class**



# BetterBusiness

VOLUME 12, ISSUE 1 • WINTER 2013

## EDUCATION & ENTREPRENEURSHIP = EMPOWERMENT

The National Minority Business Council, Inc. (NMBC), Monroe College and The Bank of New York Mellon have created the NMBC Executive Management Program for Minority & Women Business Owners

A five track comprehensive educational program and practicum to prepare business owners and their senior staffs to grow and compete in the Global Economy. Program workshops will be taught by working professionals who are experts in their fields and who understand the needs of entrepreneurs to be able to take back what they learn in the classroom and apply it immediately to their businesses.

### THE PROGRAM STRUCTURE & LEARNING TRACKS ARE:

#### A. Management, Leadership & Strategic Planning

1. Personal financial planning and wealth building strategies
2. Developing personal leadership skills
3. Special issues of minority and women owned businesses
4. Strategic planning & managing risk

#### D. Procurement, Alliances & Compliance

1. Negotiating supply contracts
2. Strategic supplier partnerships & alliances
3. Responding to a bid invitation, preparing an RFP
4. Survey of business, employment & intellectual property laws

#### B. Growth Strategy & Financial Management

1. Business plan development
2. Accounting principles, financial analysis and cash flow management
3. Business valuation, banking relations, preparing a loan package
4. Raising private equity, venture capital

#### E. Human Resource Strategy & Development

1. Talent acquisition and human resources management
2. Managing a technology based business
3. Risk management principles
4. Information systems for business owners

#### C. Brand Management & Marketing Strategy

1. Developing a customer focused sales strategy
2. Selling and sales negotiating tactics
3. Developing marketing, advertising and communications strategies
4. eMarketing & social media

For more information, contact the NMBC at [info@nmbc.org](mailto:info@nmbc.org).

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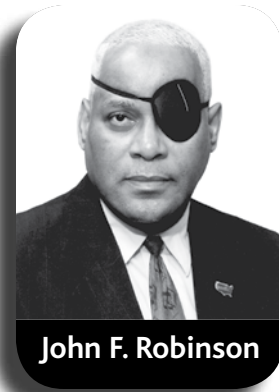


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# NMBC Better Business moves forward



John F. Robinson

NMBC Members, Friends and Supporters:

Once again, it is the pleasure of the NMBC to publish Better Business magazine.

First, I would like to announce that Carol Daugherty Foster has joined the NMBC team as Deputy Executive Editor of our publication to help us make it a better, more effective and relevant tool for our readers and potential advertisers. Carol brings a wealth of experience as a former executive editor of a well-established business publication in Dallas.

In this issue of NMBC Better Business we have added two new departments, Legal Business and Women's Business Issues. Our cover story highlights the NYC School Construction Authority for the fine work it does by utilizing hundreds of local minority- and women-owned businesses in its procurement of goods and services in the construction of public schools throughout the five boroughs of New York City. We are honored to have NYC SCA as our 33rd Luncheon Chairman and Mr. Craig Collins as our Luncheon Keynote Speaker. We thank NYC SCA for their ongoing support of the NMBC over many years.

Finally, we are pleased to announce that we will accept full-page advertisements in our next issue of NMBC Better Business. For more details about advertising rates, please contact the NMBC offices at 212-693-5050 or email your request to me at [john.robins@nmbc.org](mailto:john.robins@nmbc.org).

We hope you enjoy this issue and we look forward to hearing your thoughts about NMBC Better Business.

Respectfully,

John F. Robinson  
President & CEO  
National Minority Business Council

NMBC Better Business is printed by



BNY MELLON

BNY Mellon Corporate Printing  
500 Grant Street  
Pittsburgh, PA 15258

412.234.4605

# Mayor Bloomberg announces plans

*for \$1.8 billion in federal grants for Hurricane Sandy relief*

**First round of Community Development Block Grants includes \$185 million for business recovery initiatives**

Mayor Michael R. Bloomberg has announced that New York City plans to spend its initial allocation of \$1.77 billion in Community Development Block Grants to address the most urgent housing, business and infrastructure needs in the neighborhoods hardest hit by Hurricane Sandy through eight new programs.

The housing recovery initiatives include \$720 million in rehabilitation grants for single-family homes, rehabilitation grants for multi-family homes and grants for resiliency efforts in public housing. The business recovery initiatives are grants totaling \$185 million for resiliency measures, expanded loans and grants for businesses, and a competition for innovations in resiliency technologies. The remaining \$140 million will be spent on infrastructure resiliency initiatives, such as a competition for game-changing initiatives in

company will go to large companies in vulnerable areas. Program will require companies to commit to reinvest in their New York City presence.

- Expanded Loans and Grants: \$80 million to provide loans and grants to as many as 1,000 businesses. This program will provide expedited low-interest loans of up to \$150,000 on similar terms to the City's existing emergency loan program; provide expedited grants of up to \$60,000 to affected businesses; and invite community development finance institutions to compete in a business plan competition to solicit ideas for additional loan and grant programs which would then be funded on a pilot basis, with the best program(s) then funded at scale.
- Innovations in Resiliency Technologies Competition: \$5 million to allocate, through "Race-to-the-Top"-style competitions, grants to the most innovative and cost-effective ideas for demonstration projects featuring resiliency products and technologies that can be replicated citywide.

"This assistance builds on the City's earlier business recovery programs, providing a critical boost to impacted companies as they recover from the effects of Hurricane Sandy," said New York City Economic Development Corporation President Seth W. Pinsky. "Thanks to Secretary [of Housing and Urban Development Shaun] Donovan and our partners in the

"This assistance builds on the City's earlier business recovery programs, providing a critical boost to impacted companies as they recover from the effects of Hurricane Sandy."

— Seth W. Pinsky

neighborhoods and a competition for utilities to make resiliency investments.

The business recovery initiatives, totaling \$185 million, include the following programs:

- Business Resiliency Investments: \$100 million to provide grants to up to 1,300 businesses. \$100,000 per company will go to small- and mid-sized companies, and \$1 million per

federal government, we will now have even more resources to help those in the hardest-hit areas get back on their feet, and to help those in vulnerable areas citywide to repair and strengthen our buildings and infrastructure. Working together, we are ensuring that New York City and its economy will emerge from this challenge stronger for the future."



Mayor Bloomberg discusses plans for Hurricane Sandy relief with Secretary of Housing and Urban Development Shaun Donovan

# A sea change in the immigration landscape?

By Tsui H. Yee, Esq.

While running for his second term, President Obama made comprehensive immigration reform a focal point of his campaign. Immediately after he was sworn in to his second term, Obama has made immigration reform a top agenda in his second administration.

In a significant departure from past years, many in the Republican party have indicated that they are open to the idea of immigration legislation that would pave the way to legal status for the approximately 11 million individuals who are currently in the United States without legal immigration status. As an immigration attorney, I am tremendously hopeful that comprehensive immigration reform will finally be passed, after efforts in previous administrations have failed.

On January 28, 2013, a bipartisan group of senators, including Senators Charles Schumer, John McCain, Richard Durbin, and Lindsey Graham unveiled a "Bipartisan Framework for Comprehensive Immigration Reform," outlining a plan to address the broken immigration system in this country. This proposal is aimed at finding a way for the roughly 11 million undocumented immigrants currently living in the United States to come out from living "in the shadows." This bipartisan plan has four pillars:

- Creating a tough but fair path to citizenship for undocumented immigrants in the United States while at the same time securing our nation's borders and tracking whether immigrants have left the country when required
- Reform the current immigration system with an eye towards helping build the American economy and strengthening American families
- Create a sound employment verification system that will prevent identity theft and end the hiring of undocumented workers and
- Establish a better system for admitting future workers to address the U.S.'s workforce needs while also protecting all workers

## Creating a path to citizenship for unauthorized immigrants already in the U.S.

Interestingly, the first pillar of the Senators' plan discusses providing a "probationary legal status" to individuals who are currently in the U.S. without authorization. Specifically, individuals who came to the United States or remained in this country without permission must register with the government. This will include passing a background check and paying a fine and back taxes. After passing the background check and paying the fine and back taxes, they would then qualify for probationary legal status, which would allow them to live and work legally in the United States. However, individuals with serious criminal records or who pose a threat to national security will not be eligible for legal status and will be subject to deportation.

Once qualifying individuals secure probationary legal status, they will be required to "go to the back of the line" of prospective immigrants; pass an additional background check; pay taxes; learn English and civics; and demonstrate a history of employment in the U.S. and current employment in order to become eligible for applying for lawful permanent residence. Those who meet these requirements can eventually obtain a green card.

A key emphasis in this framework is that individ-

uals who are currently in the U.S. without valid immigration status will only receive a green card after every individual who is already waiting in line for a green card has received their green card. The intent behind this provision is that no one who has violated the immigration laws should receive preferential treatment, i.e. skip to the front of the line.

There are two exceptions regarding those who have to wait at the back of the line in order to obtain their green cards: individuals who came to the United States at a young age as minor chil-

dren who did not knowingly violate any immigration laws; and those who are agricultural workers. Individuals who fall under either of these two categories will obtain immigration status through a different process, the rationale being that those who came to the U.S. at an early age were arguably too young to have knowingly violated immigration laws. Similarly, those who work in agriculture play an important role in maintaining this country's food supply.

## Improving the legal immigration system and attracting the "best and the brightest"

The second pillar of the Senators' bipartisan plan aims to overhaul the current employment-based immigration system, which is fundamentally flawed. As it is currently structured, applications for lawful permanent residence operate according to a quota system. In other words, there is a numerical limitation to the number of individuals who can immigrate to the U.S. per year. In the employment context, no more than 140,000 visas can be issued per year for those who are sponsored for green cards via employment sponsorship.

Because the number of individuals who are applying for permanent residence based on employment sponsorship far outweighs the number of available visas per year, many employment based preference categories, including those for skilled workers and even those who hold advanced degrees and who may even possess 'exceptional ability' in their field of endeavor, endure tremendous backlogs — in some cases of more than 10 years. For example, if a citizen of India were sponsored by an employer for a professional position that required a bachelor's degree, it would take him or her more than 10 years before they would be eligible to receive permanent residence. This is because according to the current Visa Bulletin issued by the Department of State, only citizens of India whose applications for labor certification or whose I-140 petition for immigrant worker

The final prong of the proposed framework would address the economic reasons that drive many individuals to enter the United States without proper authorization, or to remain in the U.S. beyond the period of time allowed.

were filed on or before November 15, 2002 can complete the final stage in their application for permanent residence.

As a result of these exorbitant backlogs, the United States is faced with the substantial problem of not being able to attract or retain talented individuals who could contribute their skills and aptitude to the American workforce. Therefore, the bipartisan plan hopes to put a plan in place that would award a green card to immigrants who possess a PhD or Master's degree in science, technology, engineering or mathematics (the STEM fields of study).


## Employment verification

The third pillar of the bipartisan plan contemplates having a strong mandatory employment verification system in place that would hold employers accountable for knowingly hiring undocumented workers and making it more difficult for undocumented immigrants to obtain falsified documents in order to work.

## Admitting new workers and protecting workers' rights

The final prong of the proposed framework would address the economic reasons that drive many individuals to enter the United States without proper authorization, or to remain in the U.S. beyond the period of time allowed. It is widely acknowledged that the primary reason that attracts foreign nationals to the U.S. is the prospect of finding employment. This portion of the plan would seek to allow employers to hire immigrants if it can be shown that they were unsuccessful in recruiting an American to fill the position, and that the hiring of an immigrant would not displace U.S. workers. This system would allow more lower-skilled and agricultural workers to work in the U.S. when the economy is creating jobs, and would fewer workers when the economy is not creating jobs.

It is anticipated that the Senate will draft legislation as early as March 2013, which is just around the corner. President Obama said that he wants Congress to pass immigration reform in the first half of this year. In fact, if Congress cannot produce a detailed plan soon, Obama may step in and introduce his own legislation.

In sum, the national debate over immigration reform is heating up, and will no doubt continue to occupy if not dominate headlines in the months to come. If Congress is successful in passing comprehensive immigration reform, the impact it will have on our nation is can be transformative. 



Tsui H. Yee is a member of NMBC and a founding partner of the immigration law firm of Guerrero Yee LLP in New York, NY. She represents numerous individuals and companies in complex immigration matters, including family and employment based applications for lawful permanent residence, naturalization, and defense in removal (deportation) proceedings. Ms. Yee can be reached at (646) 545-5000 or [tsui@guerreroyee.com](mailto:tsui@guerreroyee.com). This e-mail address is being protected from spambots. You need JavaScript enabled to view it.



# Women leading the way in business ownership

By Tosha Miller

**M**aria Otero, Esq., the founder and president of The Women's Venture Fund, Inc. (WVF), a not-for-profit organization dedicated to assisting women to become successful entrepreneurs, had a vision. She formed the Women's Venture Fund to help scalable small businesses with financing needs, especially those not able to obtain financing from prime lenders for reasons such as inadequate business credit history. Since its founding in 1996, the WVF has assisted more than 16,000 women with loans, advisory services and business training. As the leader of the WVF, Otero is often asked to comment on women in business and the critical success factors essential to nurturing and developing their entrepreneurial spirit. WVF has financed 250 small businesses by providing loans in the amount of \$1.6 million. For over 10 years the WVF was the Women's Center for the Small Business Administration; however, it is currently funded by the state of New York. It is unique as a lending institution in that it provides free and mandatory training to aid in the growth strategy of small businesses.

In the United States, women-owned firms are growing at more than double the rate of all other firms (23 percent and 9 percent, respectively) and have done so for nearly three decades. They contribute nearly \$3 trillion to the U.S. economy and are directly responsible for 23 million jobs. New data projections from Guardian Life Business Re-

search Institute suggest that future job growth in the United States will be created primarily by women-owned small businesses. The institute's projection that women small business owners will create 5 to 5.5 million new jobs across the United States by 2018 is based on a rigorous analysis of converging factors, including the faster growth rate of women-owned businesses vs. male-owned; higher college graduation rates by women vs. men; and the predicted growth of industry sectors and occupations dominated by women.

Based on the research, the need for women-focused entities or programs is essential to the continued growth of our economy. WVF provides loans and training solutions critical to the success of any organization. The training programs are geared toward guidance in business growth strategy. As technology constantly changes, businesses have to find innovative solutions to stay ahead of the competition. As a result, the WVF saw the need to provide guidance in the area of future growth for businesses and ways to enhance the value proposition and, ultimately, impact the bottom line.

According to life123.com, the importance of business growth strategies is crucial, whether for a new start up business or a mature business. By developing a strategy of business growth plans, the owner can project the important steps her business requires in order for her organization to meet criti-

cal goals and milestones. A business growth plan can cover all the aspects a business needs to change or improve in order to move forward and increase revenue. The business growth plan shown in the accompanying graphic will aid entrepreneurs in increasing revenue, and ultimately staying in business. WVF guides its clients through a growth strategy plan similar to that listed in the graphic.

Growth plan	
Step	Planning Step
1	*Marketing and Financial Analysis *Operations and Human Resource Analysis
2	*SWOT (Strength-Weaknesses-Opportunities- Threats) Analysis *Mission Vision Values *Selection of 'plan type' *Selection of Critical Division
3	*Setting Critical Division Goals and Strategies *Setting Secondary Goals and Strategies
4	*Development of Implementation Plan

Otero notes that one of the inequities women face in the financial realm is the lack of access to capital in comparison to their male counterparts. Moreover, their access to capital is not commensurate with their business growth. Most prime financing institutions cannot take the risk of providing financing to start-ups. Hence, the start-up cannot survive without having adequate cash flow. Capital and a loyal client base that supports the goods and services offered by the business will aid in having a positive impact for upswing in the income statement.

Although women are the fastest growing segment within the small business community, without both business resources and access to financing, how can they break through the barriers that do not plague the competition — men entrepreneurs? The answer is organizations like WVF that have programs geared toward women. This community development financial institution is the only lender in the entire NY/NJ region that focuses exclusively on female entrepreneurs, providing business training, advisory services and loans.

According to American Express, between 1997 and 2012, when the number of businesses in the United States increased by 37 percent, the number of women-owned firms increased by 54 percent—a rate 1½ times the national average. Indeed, the growth in the number (54 percent), employment (up 9 percent) and revenues (up 58 percent) of women-owned firms over the past 15 years exceeds the growth rates of all but the largest, publicly traded firms—topping the growth rates in number, employment and revenue of all privately held businesses. Comparison of trends in the number and revenue accomplishments of women-owned and all firms by industries, finds that women-owned firms are exceeding overall sector growth in seven of the

13 most populous industries, and there are several industries in which women business owners are standing toe-to-toe with their competitors in terms of revenue accomplishments.



American Express further found that, "as of 2012, it is estimated that there are over 8.3 million women-owned businesses in the United States, generating nearly \$1.3 trillion in revenues and employing 7.7 million people." Women-owned businesses are a solution for the unemployment issues facing the nation since the subprime market collapse. It is imperative that organizations like the Women's Venture Fund are available to provide monetary resources to keep these businesses stable.

Source: Based on 2007 data, U.S. Dept. of Commerce, Census Bureau, Bureau of Economic Analysis; U.S. Dept. of Labor, Bureau of Labor Statistics; Admin. Office of U.S. Courts; Federal Deposit Insurance Corporation; and U.S. Small Business Admin., Office of Advocacy.

According to Oprah.com, the creation of businesses by women creates flexibility, which is essential to those who have children:

- A women's entrepreneurial spirit is driven by lifestyle. Flexibility and control are the top reason.
- Connection counts. Women who surround themselves with other entrepreneurs are most likely to succeed
- It all starts with one small step. Baby steps can eventually snowball; starting small, perhaps as a side job or from home, lends to the high success rate
- Moms make great entrepreneurs. Moms already have experience managing their families; why not managing a business?
- Confidence is key. Belief in one's capabilities and that success is achievable.

As the number of women-owned firms continues to increase, a component of their growth strategy should be aligned to creating an alliance of resources to aid in the expansion of their enterprise; additionally, there should be a strategic method for increased profitability throughout the life cycle of the business. Small business owners must understand the importance of continuation of education in order to know your industry nuances. ☺



Maria Otero

Since its founding in 1996, the WVF has assisted more than 16,000 women with loans, advisory services and business training.

## Women's Venture Fund Inc, Board of Directors

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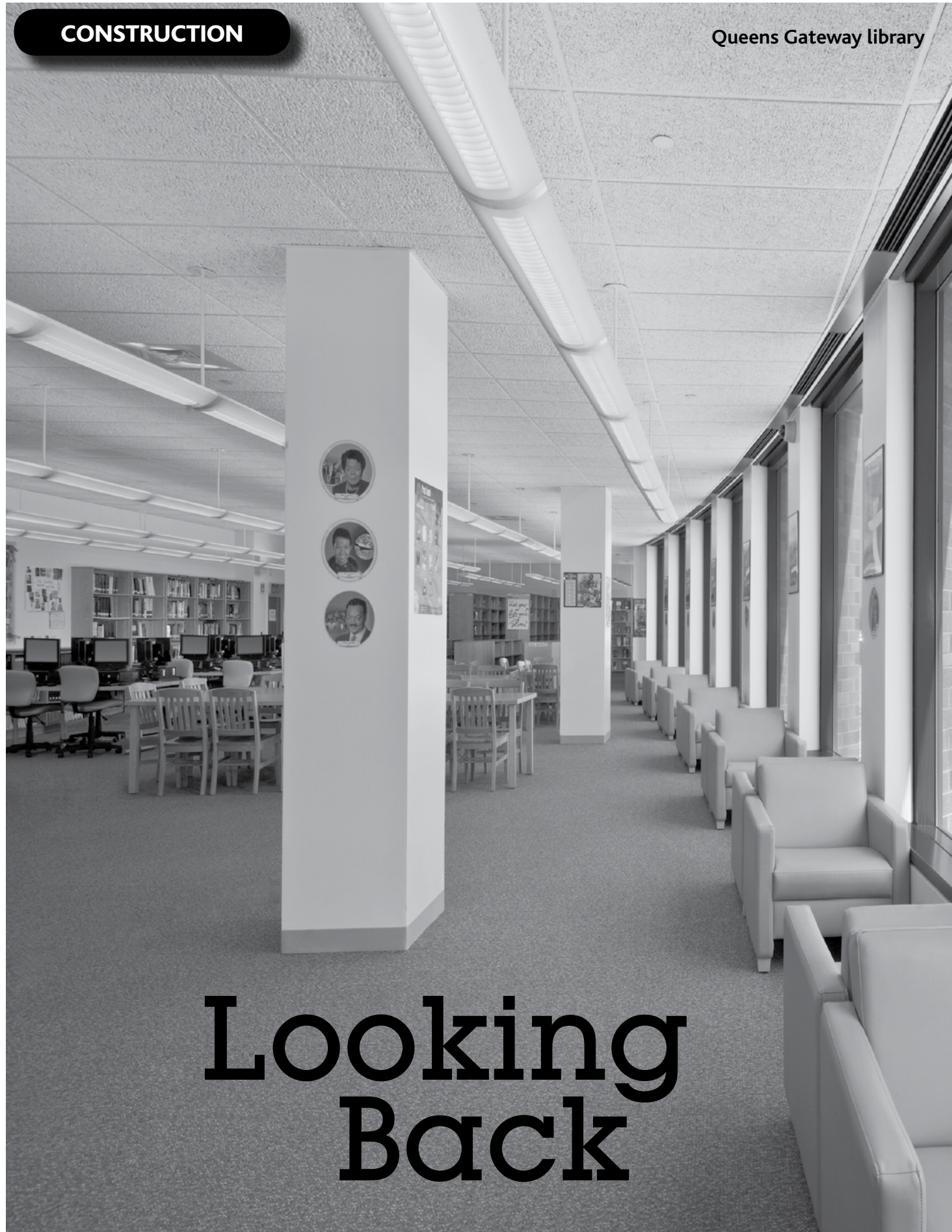
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# Looking Back

Established by the New York State Legislature in December 1988, the New York City School Construction Authority (SCA) builds new public schools and manages the design, construction and renovation of capital projects in more than 1,600 New York City public school buildings, half of which were constructed prior to 1949.

By making inclusion an agency-wide goal, the SCA has become the city's leading agency to contract with minority and women firms. In the city comptroller's FY 2012 report, which tabulated city expenditures with Minority, Women and Local Business Enterprise (MWLBE) vendors, the SCA spent more dollars with MWLBE firms than any other city agency. The SCA secured 32 percent MWLBE subcontract participation on all personal services contracts and construction contracts in fiscal year 2012.



Lorraine Grillo

*Q: How did we achieve such a high level of participation?*

*Lorraine Grillo, the President and CEO of the SCA said, "To build a program like this takes hard work, partnerships and time. Our Business Development staff is regularly out in the business community answering*

*questions, presenting at networking events, and recruiting the best of the best."*

Almost three decades ago, we promised to provide minority firms with a plan for participating in SCA opportunities. We believed we could assist and develop MWLBES through the basics —Business Development and Training Assistance, High School and College Internship Programs, Small Business Loan Program, Surety Bond Program, One-on-One Technical Assistance, Advanced Mentor Training and Development, and Construction and Information Technology Training. At the same time, we concluded we could increase competition and lower costs by enlarging the pool of qualified MWLBE firms capable of bidding on prime contractor work.

The expansion of the Mentor Program put our belief into practice. To participate in the Mentor Program firms must have one year of operating experience, contractual obligations in excess of \$25,000 on two or more projects, and certification by the SCA as an MWLBE firm. Since the program's inception, hundreds of firms have successfully graduated from the four-year Mentor Program and now participate on large scale projects in the SCA's Capital Improvement Program. We did it while remaining committed to providing real opportunities for MWLBES to do business with the SCA.



Mark Bobb

*"The New York City School Construction Authority has played a pivotal role in our success. The Agency has given us the blueprint that we follow as we continue to build our company. The Mentor Program training prepared us to get the jobs done safely and on time without compro-*

*mising our craftsmanship. We are now qualified and able to bid successfully on Capital Improvement Projects," said Mark Bobb, President, BOBTEK Electrical Corporation.*


The SCA Mentor program is the model for other City and State mentor programs and has earned national recognition for its success in providing contracting opportunities to certified and qualified MWLBE firms. Over the past decades, we have included MWLBE subcontracting requirements in all of our construction contracts, and incorporated MWLBE participation as one of the criteria's of selection in most consultant Request for Proposals.

The Mentor Program embodies the fusion of sound business and good governance. We are reaping the benefits of not just cost effective school construction projects, but also strong civic and economically stable communities in which to build these schools. We still have a long way to go to realize the benefits fully; but we believe it is safe to say, after nearly three decades we have laid the right foundation.

"We work in schools, so our work has to be of a higher level than most other businesses," President Grillo said. "When a company is doing well, and its bid is competitive, it is going to get the work."

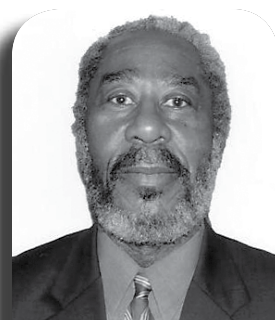
## Moving Forward

None of these changes were easy—but we continually strive to overcome obstacles confronting us to assure the Mentor Program succeeds. "When you have chosen to embrace the new and never done before, you must have accepted the inherent bumps in the road." Working with our partners, we constantly shift the balance so that we can move the Program forward. The result is a fundamentally different MWLBE Program than existed even 10 years ago. We are delivering historic results despite an economic downturn. We have led the way among City contracting agencies through training and assistance, by providing access to bonding and contract opportunities, and continually improving SCA operations.

The fact that we entered 2013 on such a high note is a testament to this unique organization and its remarkable group of people. We are confident that this year will be our very best. 

# Clean Technology and SMEs

By Fritz-Earle S. Mc Lymont



Fritz-Earle Mc Lymont is managing director of NMBC Global ([www.nmbc.org](http://www.nmbc.org)) and managing partner of NMBC Global a New York-based international trade and development strategist firm with clients in the U.S., Africa and the Caribbean, and is actively involved in the renewable energy sector. He can be contacted at [Fmclymont1@nmbc.org](mailto:Fmclymont1@nmbc.org)

*Part I of a two-part series on Clean Technology*

Recognizing the importance of clean technologies to our daily lives and the environment, the National Minority Business Council, Inc. (NMBC) is proactive in promoting the values and opportunities in the Clean Technology industry. Representing the interests of Small Medium Enterprises (SMEs), we must continue to pay attention to developments in the emerging and important Cleantech sector. While there is no standard definition of “clean technology,” it has been described by Clean Edge, a clean technology research firm, as “a diverse range of products, services, and processes that harness renewable materials and energy sources, dramatically reduce the use of natural resources, and cut or eliminate emissions and wastes.” It notes that “Clean technologies are competitive with, if not superior to, their conventional counterparts.”

The Africa Strictly Business Forum 2010, which NMBC sponsored along with the *Network Journal* and BNY Mellon, brought together experts from the private sector, government and philanthropic institutions to look at the best policies, best practices and best opportunities in the Cleantech and Renewable Energy industries in the United States and Africa for SMEs. Africa, today, represents one of the fastest growing regions and a potential destination for SME investment and trade, including clean technology products and services. On the domestic front, we continued our commitment with the launch of our Green Initiative in 2012 that will focus on education and advocacy. We will be hosting a conference on March 20, 2013, at Citi under the direction of Michael Robinson, member of the board of directors of NMBC and head of the NMBC’s Green Initiative. He is also president of NY Staffing and author of recently published *One Hundred Pennies*.

The world must spend an additional \$14 trillion on clean energy infrastructure, low-carbon transport and energy efficiency to meet the United Nations’ goal for capping the rise in average global temperatures, according to a World Economic Forum report released at the current session in Davos, Switzerland. “The extra spending amounts to about \$700 billion per year through 2030, and would provide economic stimulus along with reducing the costs associated with global warming over the long haul,” said former Mexican President

Felipe Calderón, chairman of the Davos-commissioned Green Growth Action Alliance, which compiled the study on behalf of the WEF.

Clean technology is emerging as a significant force in the global economy given its potential to create new jobs and revenue streams, while it advances alternative technologies that save money and improve productivity and quality of life across a wide range of industries. This improved productivity, with new or better ways of producing goods, has the potential to revitalize industries, boost profitability and simultaneously improve businesses’ environmental performance. The world’s emerging economies are demanding these superior technologies to sustain their rapid growth, producing a clean-tech market pegged at \$4-trillion per year.

Research commissioned by the German government shows that the clean technology market is expected to more than double in size by the mid 2020s, regardless of potential ongoing global financial turmoil. Specifically, the research found that the clean technology market has grown at an average of almost 12 percent a year since 2007, and predicts it will continue to accelerate over the coming years. “The economic and financial crisis has not stopped the worldwide expansion of the green tech industry,” said the study’s author, Torsten Henzelmann, head of the Civil Economics, Energy & Infrastructure Competence Centre at Roland Berger Strategy Consultants. “On the contrary, the worldwide market volume has now overshoot the €2tr mark, thus exceeding our forecasts from 2009.

President Barack Obama has been a strong supporter of Cleantech, especially renewable energy and “green jobs,” and promised to make this a continued focus of his second term. He has promised to continue his “all of the above” approach to energy independence, which includes continuing to increase production from renewable sources like wind, solar and biofuels.

In November 2012, the U.S. government announced the establishment of the U.S.-Africa Clean Energy Development and Finance Center, an initiative by the U.S. Trade and Development Agency (USTDA), the Overseas Private Investment Corporation (OPIC) and the Export-Import Bank of the United States (Ex-Im Bank) to provide a coordinated approach to clean energy project development in sub-Saharan Africa. The center

*(continued on page 13)*

# One Hundred Pennies

*The Importance of Small Business in a Healthy Economy*

By Michael S. Robinson | Reviewed by Carol Daugherty Foster

When Michael S. Robinson received an invitation to speak with President Barack Obama about the state of small businesses, he was excited to share his experience, passion and vision for entrepreneurship. When the invitation was rescinded because the guest list needed to be “trimmed,” the disappointment gave way to renewed energy, expanded vision and a concise plan of action that he transformed into this book.

After learning that according to the U. S. Department of Commerce, for every 100 pennies generated from Gross Domestic Product (GDP), almost 60 cents comes from small businesses, Robinson had not only his title, but also serious questions about the way small businesses were viewed by both the government and big businesses, especially during the recent recession. The giants got help through the Troubled Asset Relief Program (TARP), while small businesses were left alone to navigate in troubling waters “with neither a paddle or a GPS.” In contrast, the Small Business Jobs Act of 2010, in his mind, did little to help the small businesses still standing after far too many had already gone out of business or were heading for bankruptcy.

No fan of the Small Business Administration, Robinson narrates case studies of successful businesses who were forced to close their doors or forego necessary expansion and employee retention because SBA-backed bank loans were not attainable due the SBA’s penchant for collecting and analysing data rather than being the advocate and change agent for small businesses for which it was intended.

Robinson draws on his more than two decades of business success, most of it spent as an entre-

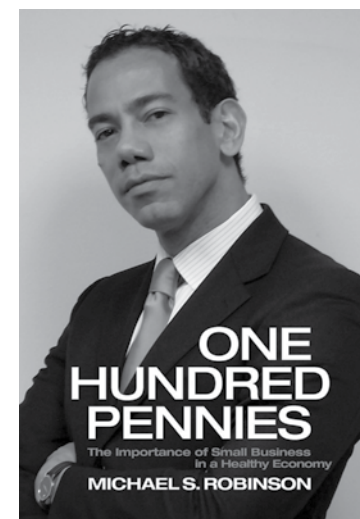
preneur, when he states that our problems lie in several areas, including a growing deficit, a bloated government, our lag as a world power in invention and reinvention — creating new industries to replace those that have become obsolete, importing more than we are exporting, a weakened entrepreneurial spirit, the unwillingness of banks to lend to small businesses, workers more eager to collect unemployment benefits that seek new works and the need for more grassroots support for small businesses. These are not problem that will necessarily disappear when the recession ends.

His solutions are as many faceted as the sources of the problems. He recommends a balanced role of the government, centralization of information creating technical networks of best practices, small business networks and assistance and restoration of the uniqueness that makes us Americans. In addition to providing tax credits for businesses that hire returning veterans, lowering of corporate taxes and public-private partnerships.

The future of small businesses relies on forming alliances, being open to mergers and acquisitions and diversification of products and services to compete in a global economy. Entrepreneurs must become better at networking and be willing to engage in international trade. Robinson believes that big business can help by ceasing to outsource jobs and

that the focus should be on small business because it is the backbone of the American economy.

*Carol Daugherty Foster, a writer and editor, lives in Plano, Texas, and is the former editor of Minority Business New USA. She is a co-founder of the Minority Business Hall of Fame & Museum and president of Carol and Company, a boutique communications company.*



*(continued from page 12)* will provide technical and financial support for clean energy project development by providing the U.S. private sector, as well as sub-Saharan African developers, with a centralized means to identify and access U.S. government support for their clean energy export and investment needs.

This initiative comes at a time when SMEs and especially minority businesses are poised to make inroads into the fast growing African economies.

*In Part II, Fritz-Earle Mc Lymont will specifically discuss the ways clean technology can benefit SMEs and what they should do to take advantage of the opportunities.*



Author: Michael S. Robinson  
 Publisher: Vintage Press  
 Publication Date: 2013  
 Text: English  
 ISBN 978-0-533-16691-5

# NMBC graduates inaugural class of Executive Management Program

*Corporate sponsors and students sought for fall 2013 semester*

After a year of planning and outreach, the first Executive Management Program (EMP) for minority and women business enterprises (MWBEs) sponsored by the National Minority Business Council ([www.nmbc.org](http://www.nmbc.org)), was held during the last two weeks of January 2013. Developed in conjunction with Monroe College and BNY Mellon, the program received high marks from participants for its content, level of instruction, practical workplace applications, and networking opportunities.

Each participant attended on scholarship sponsored by corporate underwriters American Express, BNY Mellon, Ernst & Young LLP, L-3 Communications Corporation, National Grid and SHI International Corp. New corporate scholarship sponsors, as well as MWBE business owners, as students, are now being solicited for a fall 2013 semester EMP.

"The primary incentive for corporations to provide scholarships is to develop and support their own supplier diversity vendor resources," explained William H. Drewes, Esq., Program Administrator. "Companies interested in nominating and sponsoring participants for the fall semester should contact NMBC now because we purposely keep the class size small in order to foster an interactive learning environment and to build a supportive group of new contacts for the program's participants."


The fall semester will follow the inaugural series' model of presenting comprehensive lectures by working professionals. Topics covered

were international trade, developing business plans, debt management, social media, short-term and long-term investments, sales and marketing and other topics needed to compete in a global economy.

Participant Michael Darden, founder of New York-based Perfect Pitch Media Relations, was sponsored by BNY Mellon. Darden described the five-day immersion program as "the shortest MBA program around." His classmate, Peggy McHale, added that "the presentations on sales were so content-rich that I couldn't take notes fast enough." A principal of Newark, NJ-based Consultants2Go, which provides marketing and analytic specialists on an interim and outsourced basis, she said she has already begun implementing several of the matrix she learned for mastering Salesforce, a leading enterprise cloud computing CRM that her organization already utilizes. "I'm very grateful to American Express for sponsoring me."

"This was a new initiative for NMBC which has dedicated itself to the needs and goals of primarily minority and women-owned businesses for more than 40-years," said John F. Robinson, president and CEO of NMBC. "While it was modeled after similar programs offered by major educational institutions, the uniqueness of the NMBC Executive Management Program is that it is 100 percent scholarship-sponsored by large corporations that recognize the important role that small businesses provide their organizations. It is also the only program of its kind in the Metropolitan New York area."

Ernst & Young sponsored Kevin Neil, founder of Neil's Café in New Rochelle, NY. He echoed other participants' description of the program as a "mini MBA," as well as a new networking opportunity. "Through my classmates, I learned about online marketing tools for building worldwide exposure for my restaurant's unique Caribbean cuisine." Media relations executive Michael Darden, added, "One especially important tip I learned is that I have to make sure that I am working not just in my business, but on my business. I need to be creating more strategies for growth."

Companies interested in becoming a corporate sponsor and prospective students should call NMBC at 212-693-5050 and ask for John Robinson. 



Members of the National Minority Business Council Inc. join graduates and sponsors following the January 2013 graduation.

# 10-year TEAK relationship benefits students, NMBC

In 2003, NMBC President and CEO John Robinson hired his first TEAK Fellowship intern. A decade later, NMBC has hosted a total of nine internships for eight high school students who have gone on to attend top colleges including Cornell University, Franklin & Marshall College, Hamilton College, Muhlenberg College, and Princeton University.

The TEAK Fellowship helps talented New York City students from low-income families gain admission to and succeed at top high schools and colleges. Along with academic support, TEAK provides leadership training, exposure to the arts and outdoors, mentoring, career experience, and assistance with the high school and college application processes.

"NMBC was one of the earliest supporters of TEAK's internship program," said Lynn D. Sorensen, executive director of TEAK. "We are grateful that John Robinson took a leap of faith by employing a high school student for the 2003 summer, and so incredibly proud that the success of that first TEAK placement led to a decade-long partnership."

Beginning with students in the sixth grade, TEAK's formula for college access and success encompasses four core elements that expose students to the full educational landscape and helps them build a long-term foundation of knowledge, skills, experiences, and networks.

**Academics** – A rigorous curriculum to help close gaps in instruction and prepare students for advancement in high school and college.

**Guidance** – Helping students gain admission to selective high schools and colleges, secure the necessary financial aid to meet a family's need, and successfully navigate their educational opportunities in order to graduate from college in five years or fewer.


**Professional Development** – Programs, starting as early as 10th grade, to highlight the complementary skills required for success in both the classroom and the workplace, and to pave the road for meaningful post-grad career tracks.

**Personal Development** – Diverse opportunities for students to develop as leaders and civic-minded individuals.

**In its 15 year history, TEAK can proudly report:**

- 100 percent of fellows earned admission to one or more academically selective high schools, earning \$35 million in financial aid for high school.
- 100 percent of students who completed a 6-year fellowship graduated from high school and were accepted at one or more colleges and universities, where they earned \$26 million in financial aid.
- 100 percent of TEAK students have matriculated to four-year colleges, 87 percent of whom entered top tier national universities and liberal arts colleges, as ranked by U.S. News & World Report, including 22 percent to the Ivy League.
- 86 percent of TEAK alumni are graduating from college in five years or fewer.
- TEAK's college graduates include a Fulbright Scholar, a White House intern, an medical doctor, a pharmacist, five medical students, four engineers, four law students, four teachers, and a biochemistry PhD candidate. Thirty percent have earned or are pursuing graduate degrees.
- TEAK earned a 4-Star rating on Charity Navigator, the evaluation site's highest ranking for financial management.

**Ways to support TEAK, a 501(c) (3) organization**

- Contribute by contacting Morgan Porzio at 212.288.6678 x7 or [mporzio@teakfellowship.org](mailto:mporzio@teakfellowship.org) or visit <http://www.teakfellowship.org/support>.
- Hire a high school or college student through TEAK's Professional Advancement Programs **Contact Brooke Kienle at 212.288.6678 x120 or [bkienle@teakfellowship.org](mailto:bkienle@teakfellowship.org).**
- Volunteer for the Mentor Program **Contact Dan Blednick at 212.288.6678 x112 or [dblednick@teakfellowship.org](mailto:dblednick@teakfellowship.org).** 



Applying to TEAK  
Students who will be in the 6th grade in the 2013-2014 school year can call the TEAK Admission Inquiry line at 212.288.6678 x190 or visit <http://www.teakfellowship.org/admission>

# NYC Bill 911-A

*increases minority, women participation*



## Overview of 911-A Bill

Introductory Number 911-A will help to increase the number of certified M/WBEs that are able to do business with the City of New York. After adding the Introductory Number 911-A, the bill removes the \$1 million cap on contracts. By removing the cap, the city can increase the number of contracts covered by the M/WBE programs. Introductory 911-A makes it easier to be certified as an M/WBE. The addition to Local Law 129, it increased the overall value of contracts from \$400 million to \$2.2 billion dollars, allowing M/WBEs to compete for higher dollar contracts. Section 6-129 of the administrative code of the city of New York amended by Local Law 6, expands participation by minority, women owned and emerging businesses in the city procurement process. Expanding contract opportunities for M/WBEs and focusing on results will not only improve the opportunities for M/WBEs, but will also benefit taxpayers with better quality goods and services at lower prices. The new bill will also help business owners find mentors and secure loans and bonds.

## Agencies' Power and Duties:

- To increase participation in minority and women owned businesses.
- Conduct and facilitate technical and education-

al programs towards the M/WBEs.

- To periodically review provisions of local law for the identification, recruitment, certification and participation in city procurement of minority and women owned businesses.
- To establish a centralized program for the certification of minority owned, women owned and emerging businesses.
- Making sure companies claiming disadvantage to this section have a net worth of less than 1 million dollars.
- Determine the certification of minority owned business and women owned businesses.
- To assist and direct the effort in increasing participation by minority, women owned an emerging businesses.

The new bill also creates an improved online directory of M/WBEs, which makes it easier for small businesses to connect with the community. This program will help increase the number of contracts given to the M/WBEs. The bill makes it easier to become an M/WBE just by submitting a single application and required financial documents/statements. Next is certification by the city, state and school construction authority, which is the final step in the certification process. The 911-A bill becomes law as of July 1, 2013. Below are charts showing the changes in percentage after the introductory 911-A bill goes into effect.

Standard Service contract [Under one million dollars]	
Race/ Gender group:	Category Participation goal:
Black Americans	[9.23%]12% of total annual agency expenditures on such contracts
Asian Americans	3% of total annual agency expenditures on such contracts
Hispanic Americans	[5.14%]6% of total annual agency expenditures on such contracts
Women	[10.45%]10% of total annual agency expenditures on such contracts
Emerging <sup>1</sup>	6% of total annual agency expenditures on such contracts

Goods Contract [Under a million dollars]	
Race/ Gender group:	Category Participation goal:
Black Americans	[7.47%]7% of total annual agency expenditures on such contracts
Asian Americans	8% of total annual agency expenditures on such contracts
Hispanic Americans	5% of total annual agency expenditures on such contracts
Women	25% of total annual agency expenditures on such contracts
Emerging <sup>1</sup>	6% of total annual agency expenditures on such contracts

<sup>1</sup>Emerging Businesses are six months or less in operation.

# BlackBerry 10 platform

*launches on two new smartphones*

BlackBerry® recently launched BlackBerry 10, the re-designed, re-engineered, and re-invented BlackBerry platform that creates a new and unique mobile computing experience. Available on two new LTE-enabled smartphones, the BlackBerry Z10 (all-touch) and BlackBerry Q10 (touch with physical keyboard), it offers a faster, smarter and smoother experience than any previous BlackBerry.

## Features include:

- The BlackBerry Hub, provides a single place to manage all conversations including personal or work email, BBM (BlackBerry® Messenger), messages, social media updates or notifications.
- A keyboard that learns what words you use and how you use them, then offers them up to you so you can type faster and more accurately.



**BlackBerry Z10**  
(all-touch)

- BlackBerry Flow, which enables features and apps to flow seamlessly together. It allows the user to tap on an attendee listed for a meeting to see their latest tweet or LinkedIn profile. By tapping the thumbnail of a picture the user can launch the Picture editor and quickly apply a transformation or filter, then instantly share it with contacts.

- BBM, which allows the user to share things in an instant using voice calling and video chat, and introduces the ability to share the screen with another BlackBerry 10 contact.

- Time Shift, a camera feature, allows the capture of a group shot where everyone is smiling with their eyes wide open. Story Maker, which brings together a collection of photos and videos, along with music and effects, produces an HD movie that can be instantly shared.

- BlackBerry 10 browser sets the industry benchmark for HTML5 support on smartphones. Scrolling or zooming is fluid and responsive. Supporting multiple tabs, it lets users browse sites privately, includes a reader mode, and integrates with the platform for easily shared content.

- BlackBerry Remember combines memos and tasks into a single experience, managing information around projects or ideas, using content such as websites, emails, photos and documents. Like a To-Do list, it allows the user to create tasks, assign due dates, and track progress. Syncs Evernote workbooks as well.

The BlackBerryWorld™ storefront now includes 70,000 BlackBerry 10 apps as well as music and video catalogs with most movies available the same day they are released on DVD. In addition, Facebook, Twitter, LinkedIn and Foursquare apps for BlackBerry 10 are preinstalled, and BlackBerry 10 customers will have access to leading applications from providers including Disney, Cisco, Foursquare, Skype and Rovio.

For more information about the new BlackBerry Z10 and BlackBerry Q10 smartphones powered by BlackBerry 10, visit [www.blackberry.com/blackberry10](http://www.blackberry.com/blackberry10)



**BlackBerry Q10**  
(touch with physical keyboard)



**PURPOSE**

The National Minority Business Council, Inc. (NMBC), a not-for-profit 501 (c)(3) corporation, was founded in December 1972. The primary purpose of the organization is to enhance the success and profitability of the small business community through the provision of high-quality services, programs, advocacy and networking support. The secondary purpose is to act as an information clearinghouse for the women- and minority-owned business enterprise (MWBE) community.

**SERVICES**

The NMBC is an umbrella organization that encompasses hundreds of small businesses located nationally and internationally. Given the various levels of managerial expertise among the membership, the NMBC strives to develop programs that are suited to the needs of the novice as well as the seasoned entrepreneur. Current services include: an Annual NMBC Vendor Directory, an Annual Corporate Purchasing Directory, Purchasing Exchanges, a Procurement Bulletin Service, the International Trade Program, the Export Management Training Program, the Electronic Data Interchange (EDI) and Electronic Commerce (EC) Training Program, the Mentorship Management Training Program, and the NMBC Business Report Newsletter and Cable Television Show. In addition, the NMBC sponsors networking gatherings to help members learn from each other and gain business leads.

**GOVERNANCE**

The NMBC is governed by an 11-member elected Board of Directors. To ensure that the NMBC's governing policies are in line with the needs of the M/WBE community, only members are eligible for election to the Board of Directors. The officers of the Board are: Chairman, Vice Chairman, Secretary, Treasurer, President and CEO.

**SUPPORT**

The NMBC is a private sector initiative funded by membership dues and contributions from foundations and major corporations. The Annual Business Awards Luncheon is the NMBC's principal fund-raising event. Each year NMBC supporters and friends gather to acknowledge the efforts of both large corporations and small, minority and women-owned businesses. Corporations are acknowledged for their development of effective minority business development programs, while small, minority- and women-owned businesses are recognized for their sales productivity.

**ACCOMPLISHMENTS**

The NMBC's ability to be effective is strengthened by its history of strong program initiatives, the active participation of its membership and its relentless pursuit of opportunities for its members. It has gained the respect and support of the corporate community by offering its members management expertise and entrepreneurial opportunities they desperately need to develop viable businesses.

For more detailed information about NMBC initiatives, please call the NMBC at (212) 639-5050 or visit our Websites: [www.nmbc.org](http://www.nmbc.org).

**NMBC MEMBERSHIP APPLICATION**

New  Renewal

Annual Membership Fee: **\$385.00**

DO NOT COMPLETE THIS APPLICATION IF YOUR COMPANY IS LESS THAN 51% MINORITY OWNED (MEANING A PERMANENT RESIDENT OF THE UNITED STATES WHO IS: AFRICAN AMERICAN, HISPANIC AMERICAN, ASIAN AMERICAN, AMERICAN INDIAN, ESKIMO OR HASIDIC JEW) OR WOMAN-OWNED BUSINESS OR VETERAN OWNED BUSINESS.

Legal Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

President/CEO: Ms./ Mr. \_\_\_\_\_

Additional Contact Person: Ms./ Mr. \_\_\_\_\_ Phone: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website URL: \_\_\_\_\_

Ethnic Group:  African American  Hispanic American  Asian American  American Indian  
 Eskimo  Hasidic Jew  Veteran Owned Business  Other

Is this a Woman-Owned Business?  Yes  No

Percent of Minority Ownership: \_\_\_\_\_ % Percent of Woman Ownership: \_\_\_\_\_ %

Company Type of Ownership:  Sole Proprietorship  Partnership  Corporation

Year Company Established: \_\_\_\_\_ Estimated Annual Sales for Last Year: \_\_\_\_\_

Number of Employees: \_\_\_\_\_ Main Industry: \_\_\_\_\_

Business Type:  Service  Manufacturer  Wholesaler  Distributor  Construction  Retail

Federal Taxpayers I.D. #: \_\_\_\_\_

Key Products/Services: \_\_\_\_\_

Our major business comes from:  Federal Government  City Agencies  State Agencies  Private Sector

Service Area:  Local  Regional  National  International

Business Description: \_\_\_\_\_

Please Sign: \_\_\_\_\_ Date: \_\_\_\_\_

Referred By: \_\_\_\_\_ Company: \_\_\_\_\_

**Please return completed application along with payment to the address below. Note: this amount is fully tax-deductible.**

THE NATIONAL MINORITY BUSINESS COUNCIL, INC. (NMBC), A NOT-FOR-PROFIT 501(C)(3) CORPORATION, FOUNDED IN 1972.



▶ **Diversity paints our world.**

We value diversity in the workplace and in the marketplace. In building an increasingly diverse supplier pool, we are able to work toward our goal of offering priority suppliers real procurement opportunities as they arise.

To learn more about BNY Mellon's Supplier Development Program, visit [www.bnymellon.com/suppliers](http://www.bnymellon.com/suppliers).



**BNY MELLON**