

Excite

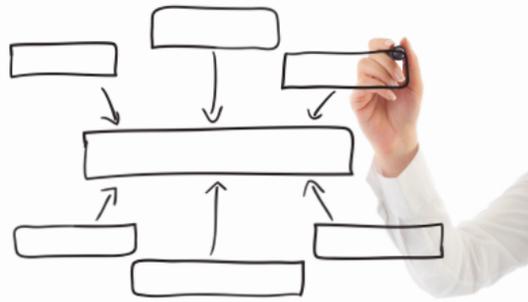
Encourage

Empower

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It's All About You - Development



Welcome to the HMSDC's E-Network. This edition of the E-Network will focus on YOU and the importance of development within your company. In today's economy, everyone is focused on profits - how can I do it cheaper, faster, quicker while increasing profits? In order to do this, companies must take an aggressive look within and see where they can innovate, look for efficiencies in their supply chain and improve performance. HMSDC is creating tools to assist in the development of our corporate members and MBEs in order to meet and exceed these needs. This edition will explore these different opportunities as well as guide you in how to complete your development box.

Certify ~ Develop ~ Connect ~ Advocate

Houston Minority Supplier Development Council
Three Riverway, Suite 555
Houston, Texas, 77056
Phone: 713-271-7805/Fax: 713-271-9770
Email: info@hmsdc.org
Website: www.hmsdc.org

Our mission is to actively involve our members in efforts that will increase and expand business opportunity and business growth for minority business enterprises.

president's comments



Development

The world has changed. Have we? Many seasoned MBEs tell me that the old strategies they built their success on are not working as well today. The world has gotten smaller, but building sustainable business relationships has gotten harder. As we work to get to the "right" person, we now find that they are a team often geographically spread across the globe. Contracts are getting bigger and harder to win. How are MBEs adapting today to succeed?



MBE development has taken on a new meaning in today's marketplace. It is not just about learning essential business skills. It is about mastering those skills, clearly understanding the needs of your customers, knowing your competitors strengths and weaknesses, and bringing a value proposition that is compelling and separates you from your competitors.

Years ago the marketplace was focused on selling and buying products and services. Open competition was encouraged to reduce prices. Then the quality movement caught on and the marketplace became focused on reducing overall costs with proven suppliers. People quit buying mere products and services, and began buying solutions. Today's marketplace has gotten even more competitive. Now it is seeking true excellence and leadership from suppliers.



The HMSDC Board of Directors has set the goal of positioning MBEs in such a way that business is attracted to them because our MBEs are that good and because HMSDC says so. New programs like Pathways to Excellence define what that looks like and how HMSDC can validate MBE claims of greatness. The MBE Accelerator is focused on growing the MBE CEO and management team so they can grow their company. Supplier Idol builds effectiveness and confidence in your sales and presentation skills. HMSDC Learning Academies lead you to mastery of proven growth strategies. And the CEO Academies expose you to best in class leadership of successful CEOs. These are just a few ways in which HMSDC is surrounding you with support to develop you and your companies.

Yes, the world is changing. The challenges are real. It's times like these that the innovation in products, services and processes brought by MBEs distinguish them from others in the market. So let's capitalize on these changes to develop ourselves and our companies as respected leaders in the new marketplace.



Join a Committee!

Committee participation is just one more tool that should be in your toolbox. Whether you use the committee system to meet a potential client or to shape the direction of the organization, there is value in actively participating in HMSDC. For contact and more information on the committees, turn to page 13 in your newsletter TODAY!



*Make Plans to Attend
(registration for the following events are online at www.hmsdc.org)*

*April 2
9:00 am - 11:30 am*

Creating a Winning Value Proposition

Facility Interiors - 6801 Portwest, Houston, TX 77024

While it's important to communicate the nature of your business, it's more important to communicate the value of your business from a "shopper's perspective," to be able to explain why that prospect should choose your business over a competitor's. *For all level firms who need to ensure what they are communicating is resonating with their customers.

*April 8
3:30 pm. - 5:00 pm.*

Straight Talk with Houston First Corporation

HMSDC Office - Three Riverway, Suite 555 Houston, TX, 77056

Join HMSDC and Houston First Corporation for a Straight Talk Session about contracting opportunities available for MBEs with HFC. Houston First Corporation is leading the effort to promote Houston as one of the great cities of the world. HFC operate the city's finest convention, arts and entertainment venues. These facilities include the Hilton Americas-Houston hotel, George R. Brown Convention Center, Jones Hall for the Performing Arts, Wortham Theatre Center, Houston Center for the Arts, Talento Bilingue de Houston, Miller Outdoor Theatre, Houston First Outdoors (which includes Jones Plaza and other smaller venues) and Theatre District Parking.

*April 9
11:30 am. - 1:30 pm.*

Choosing and Understanding the Right Business Structure for YOU

HMSDC Office - Three Riverway, Suite 555 Houston, TX, 77056

*For Early Stage, Initial Growth and companies who are looking at changing their legal structure

April 11

Driving for the Green in 2014

Scholarship Fundraiser Golf Tournament - Early Bird Registration Ends.

BlackHorse Country Club - 12205 Fry Rd., Cypress, TX 77433

www.hmsdcsc.org

Come as an individual or bring a foursome as teams "Drive for the Green in 2014" at the annual golf tournament. All proceeds from the golf tournament benefits our minority business executive scholarship program. Whether you know or like golf, this day is guaranteed to be a fun and relaxed alternative to networking with potential customers.

*For registration information, latest updates on events and a complete event calendar, visit the HMSDC website,
www.hmsdc.org.*

Did You Know

HMSDC offers **TWO** monthly potential MBE certification workshops:

3rd Wednesday - 9:00 am - 11:00 am
UH Small Business Development Center
2302 Fannin, Suite 200

1st Thursday- 11:00 a.m - Noon
HMSDC Offices
Three Riverway, Suite 555

If you know of a minority business that should be certified, refer them to attend one of the certification briefings.

Let's Grow HMSDC Together!





Money and Golf - What's the Connection?

So, you're not a golfer. You know very little about the sport except that it's expensive and if given three options of how you'd like to spend your R&R, playing golf would not be on your short list. Here's some information that could change your mind.



1. The golf tournament is an annual fundraising event and the 2014 tournament is the 36th annual event. This year the tournament will be held at Black Horse Country Club in Cypress, Texas.

2. The purpose of the golf tournament is to raise money to fund executive scholarships for MBEs to attend HMSDC approved developmental experiences. Scholarship recipients have attended classes at prestigious business schools, acquired industry-acknowledged certifications, and participated in other learning experiences designed to enhance the credentials of the business owner.

3. Exxon Mobil is the title sponsor [link to the sponsor page] and last year the tournament raised \$80,000. This year a number of other corporations have already committed to sponsor the tournament and there are also opportunities for MBE sponsors.

DRIVE FOR THE GREEN *and participate in the scholarship fundraiser golf tournament!*
Donate - Play - Sponsor!

4. Savvy business owners know the tournament is not about golf – it's about power networking, a rare opportunity to spend five hours on the course with other golfers who are corporate representatives and prime contractors. Golfers are paired in teams of four. More practiced MBEs use the tournament to develop relationships they've already established. They invite decision-makers of key clients to play on a team. Others decide in advance the companies with which they would like to initiate relationships [link to video] and rely on HMSDC to put them on a team. The earlier you register, [link to Early Bird registration] the better your chances of being teamed up with players from the companies on your list.

5. If you're a bit intimidated by the prospect of tackling 18 holes, then network at the Golf Clinic where non-golfers – MBEs and procurement officers – learn the fundamentals of the sport from country club pros. You don't need clubs or golf shoes and, at the clinic, you can rest assured you won't be the only one missing the ball. But you won't be missing the opportunity to connect with procurement officers who can connect you with internal buyers.



If you don't have a strategy for leveraging the golf tournament to grow your business, you'd better get started because we'll be ***Driving for the Green in 2014!*** For more information visit the ***scholarship fundraiser website, www.hmsdcsc.org or register today!***



HOUSTON COMMUNITY COLLEGE

HCC Bond Update

HCC's \$425M bond program will provide each Houston Community College (HCC) with new or renovated facilities and the technology to meet student needs, especially in high-demand areas such as health sciences, as well as science, technology, engineering and math (STEM) education. The 2013 Capital Improvements Program (CIP) is initiating the review process for Programming Validation Phase Documentation submitted by the Architectural and Engineering Teams (AE). The start-up of the Design Phase for designated projects has commenced and will continue through February.

HCC Design Standards are now available to the AE teams for reference. Future and critical on-going updates and adjustments will be formally incorporated into the Design Standards archives on an as needed basis throughout the course of the CIP execution.

The Construction Manager at Risk (CMAR) Request for Proposal (RFP) responses were received on January 7, 2014. Evaluation of the proposal responses was initiated and the HCC staff recommendation package is still scheduled for the HCC Board of Trustees review and approval at the February 2014 Board meeting.

The Program Execution Plan (PEP) is still in the final review and comments stage. The PEP contains all critical procedures and flow diagrams to be utilized by CIP Team members to ensure consistency in daily operations, and compliance with policies and regulations.

What's Next?

The AE Teams will continue to finalize and secure formal approval on all new campus building programs from respective Campus Presidents and continue to coordinate actual building design activities and site analysis/coordination activities.

Remaining land acquisition will be completed on selected projected sites to accommodate land survey and geotechnical services start-up.

The CMAR evaluation process be completed to align with the Master Schedule Milestone for selecting contractors for Board approval on February 27, 2014 (pending Board review and acceptance of HCC staff recommendations).

Design phase efforts will continue on selected projects as scheduled.

The HCC team of consultants will continue to provide planning and coordination efforts for the next scheduled SBE Event targeted for April/May 2014 time frame. This event will be used to promote the workforce participation by sub-contractors, vendors and suppliers during the first level of scheduled construction phase activities of the CIP to support major construction start-up still scheduled for Fall of 2014.

Program Details

Architects of Record

HDR, Kirksey, PBK, PDG, PGAL, and SHW Group
Designs for new and renovated facilities and technology in academic areas associated with medical/healthcare, health sciences, science, technology, engineering and mathematics (STEM) and workforce centers. All programs in CIP total approximately 1Million square feet of academic space

Program Manager

Jacobs Program Management Co
Overall Program Management, Master Scheduling, Master Planning Management, Overall Design, Construction Process Management, Overall Master Budget, Overall Cost Estimating, Overall Budget Controls, Overall Procurement Support, Real-time Web Reporting Support

Project Managers

Freese & Nichols, Heery, and Jones, Lang & Lasalle
Project Scheduling, Project Level Design Management, Construction Process Management, Project Level Budgeting, Project Level Cost Estimating, Project Level Procurement.

For more information about the HCC Bond Program go to <http://www.hccs.edu/district/departments/prcurement/bond2013>



Outlook 2014 *by Michael Evans, Newport Board Group*

Here are my five key business predictions for 2014:

1. Access to Capital

A confluence of trends will contribute to making financing more available

t promising private companies:

- Small and regional bank capital requirements will be loosened to push cash out of the banks. Big banks, on the other hand, will continue to be subject to greater regulation and scrutiny as to their business lending practices.
- Interest rates will remain low through the 2014 elections but will rise shortly after as the economy continues to recover and unemployment drops to 6 percent.
- Crowdfunding will go from fad to trend for funding private company ventures and product development. Concerns about potential fraud and governance mechanisms for crowdfunded companies will remain, but the model will move forward.

2. Emerging Technology

Innovation will accelerate, producing fast-growing upstarts that overturn industry landscapes, creating new winners and losers:

- The cloud is already "technology past." Private clouds will enable private companies to achieve greater scale and reach, with fewer employees. Managed IT services will remain a fertile area for entrepreneurs to develop ever more targeted packages of services to specialized niches.
- Don't let an innovator out-mobilize you. Customers, not business, will lead the next phase of the transformation in technology, with mobile apps at the forefront. B2B and B2C mobile pioneers are finding inventive ways to take advantage of how much time everyone spends looking at that phone in their hand.
- "Globalizing from Day One" — Private companies will continue to go global at an earlier stage, by adopting Software as a Service (SaaS) technology and ramping up global partnerships faster than ever before.
- Social media and enterprise technology will merge, enabling design collaboration and cross-organization thinking to create better products and services through worldwide networks of designers and programmers.
- Online customer relationship management (CRM) and customer care will allow savvy companies to "re-personalize" their customers' experience.

3. New Business Models

New and better ways for companies to create, deliver, and capture value to their target segments will continue to proliferate:

- "Onshoring" will become a reality. With the rising demand for U.S.-made products over foreign-produced products, and labor rates and total costs for goods manufactured in China expected to equal U.S. labor rates within 2 years.
- Microfranchising will boom in 2014. A new concept, carried over from less developed countries, microfranchising is a business model that applies elements and concepts of traditional franchising to small businesses. People with a passion to be entrepreneurs but only very limited capital to invest will have a new option to pursue the American Dream.
- Smart companies will be open to reconfiguring their activities, replacing their full-time salesforce with contract resources and "virtual sales models."

4. New Opportunities—and Threats

Staying ahead of the competition will require ever more relentless focus on what differentiates you and creates value for your target segments:

- Generational reversal (high unemployment among the young, lower for older workers) will be a growing trend.
- Demand for branded consumer goods by an expanding middle class in developing-market countries will surge, particularly in China and India, countries that until now have been exporters and not consumers of their own products.
- Growing demand and shrinking supply of housing will increase homeowner's household wealth and consumer confidence, propelling the economy to new heights.

5. Lower Energy Costs

A new world of American energy exploration and production is creating widespread opportunity, lowering business costs:

- Continuing concern about global warming will boost renewable energy and other low-carbon technologies.
- Abundance of U.S. natural gas and significant cost advantage over oil will turn the U.S. into an exporter of oil, resulting in continued low energy costs for industry.

Time will tell as to which predictions will come true for 2014. The key is to harness powerful trends in ways that support your value proposition and market penetration. Thinking globally can keep you a step ahead of the competition.



How Business Development through HMSDC is a Win-Win-Win



Jacque Woods, President of Jasmine Consulting LLC, and Roxanna Heredia, President of Listo Translating Services & more LLC are uniting their talents and strengths to build business. Jasmine Consulting, a Human Resource Company specializing in organizational and employee development, and Listo Translating Services, which manages large networks of translators, interpreters, editors, and proofreaders, were recently presented an opportunity in which both companies could only undertake together.

Jacque was recently contacted regarding a local company which the employees lacked overall supervisory/management skills, and was searching for someone to provide training. The challenge was 90% of the workforce only spoke Spanish. When asked the question "do you speak Spanish" Jacque's responded "no," but immediately thought of someone who did.

Jacque and Roxanna had previously met at one of HMSDC's networking events, and continued to periodically cross paths. Reaching out to Roxanna, the two of them met with the company owner, and now on the verge of signing a contract. Thanks to HMSDC, and it's passion to align small businesses, MBE's are able to reap greater benefits by teaming together. The two companies look forward to partnering not only on this project, but other opportunities in the future.



Connecting the Dots - HMSDC ●Service ●Development ●Opportunity●Business ...The story of LATAVCO Consulting Group, LLC

"Thank you for allowing Odessa and me (Latravious Bell) to participate as volunteers at the EXPO! It was a great networking event and learning experience for us. Since then:"

- 1) LATAVCO has registered with Harris County and seeing their bids.
- 2) LATAVCO connected with UT Health Systems.
- 3) LATAVCO was invited to showcase a booth at the MD Anderson Small Business EXPO
- 4) LATAVCO talked directly with HISD's IT Director and dealing directly with him and his team for the IT Staff Augmentation bid that we submitted in June.
- 5) LATAVCO networked with several partners that we are going to add to our HUB subcontracting list.

- 6) LATAVCO learned how to partner with NTT Data to work with TxDOT in the future. We should be the next vendor to get added to their subcontractor vendor list.
- 7) LATAVCO was able to talk to Comptrollers of Public Accounts to make sure we were ok to remain HUB certified for the state of Texas.
- 8) LATAVCO Consulting Group awarded a Texas Department of Information Resource (DIR) IT Staff Augmentation Contract. This contract will allow LATAVCO to provide qualified IT related resources to all of the State of Texas agencies.
- 9) And so much more!

So THANK YOU for the opportunity to serve!



Join us in saying Salute to our HMSDC family for achieving monumental milestones!

LATAVCO Consulting Group is partnering with ACRO Service Corporation to provide IT staffing services to a major healthcare client in Houston, Texas.

Charles Gooden, Jr. of **Charles D. Gooden Consulting Engineers, Incorporated** is running for Pearland ISD School Board. Gooden is currently Chief Operating Officer of Charles D. Gooden Consulting Engineers, Incorporated, an engineering firm founded by his father, Charles D. Gooden, in 1976.



Kevin & Keith Davis of **D-Mars.com** for honoring the Top 50 Black Professionals and Entrepreneurs. The abbreviated list below contains HMSDC MBEs, Corporates and Staff.

COMMUNITY HEROES

Percy P. Creuzot, III, Frenchy's

TRAILBLAZERS

Darryl King, The Principle Partnering Group, LLC.

SUPPLIER DIVERSITY

Renae F. Richard, JE Dunn Construction

Teena Bell, Dresser-Rand

Tiko Reynolds-Hausman, METRO

Constance Y. Jones, HMSDC

Karen Lashley, Sysco Corporation

Jewel Smith, CenterPoint Energy

SUPER PROFESSIONAL & ENTREPRENEUR

Scott Minnix, City of Houston

Tony L. Council, TLC Engineering, Inc.

TOP PROFESSIONAL & ENTREPRENEUR

Keisha R. Ervin, Keisha's Kreations

Donnell Corner, GP Industrial Contractors, Inc.

Jamal Thompson, Velocity Unified Communications, Inc.

Veronica Douglas, CPPB, PSCMC, City of Houston

Raynese Edwards, The Principle Partnering Group, LLC.

Susanne Mariga of **Mariga CPA, PLLC** for her continued growth in business.

Frederick Barksdale of **Facility Interiors, Inc.** for their successful contract with HCC.

Today's Business Solutions increased their contract with Texas A & M to now provide technology products.

Peter Killu of **Niche Forensic and Risk Management Consulting, LLC** for being approved for SBA 8(A) certification.

Michele Fraga of **Tejas Office Products** for being named Business Woman of the Year 2014 by the Sucesos Newspaper



C.C. Lee of **STOA Architects** for receiving the Tunghai University distinguished alumni award in Taiwan

Oscar Botello of **ICP, LLC.** for achieving ISO 9001 certification.

Wilka Toppins of **The Toppins Law Firm** for launching her new show *"Encuentro Legal con Wilka"*

Pathways to Excellence

Pathways to Excellence (P2E) was started with the question to corporations, "What are the expectations of a business at different stages that you look for when evaluating companies to be considerate for opportunities?" After spending a year and multiple committee meetings with Corporate Members and MBEs, a guide was presented called Pathways to Excellence.



P2E addresses the various steps in guiding a business from an idea to the implementation of a culture within the business to being the best and being able to compete in the open market.

In the four stages or transformation of the business you will be able to assess your own business and determine how far you are willing to commit to creating a business that could be passed on for generations (it becomes a brand).

Nothing guarantees success but P2E can increase your chances of success and create a sound foundation for longevity.

The P2E assessment should be a guide used to measure and plan the success of your business. The reasons to take the assessment;

- Every business needs a strategic plan to achieve success.
- Become familiar with expectations at different levels of business.
- Be aware of the requirements of each business component in developing a road map for the business.
- Understand what it takes to play in the game.
- Understand the commitment needed from your management team.
- Develop a business culture for success.
- Understand Risk Management, Quality, Business Strategy, Business Capacity, and Business Continuity.

There is no short cut to success, only hard work and a commitment to being the best. Look at the assessment as if you were the homeowner hiring contractors to build your home. Would you hire just anybody or would you hire the best qualified to meet your requirements. P2E will document and prove your qualifications beyond those of your competitors.

The Pathways to Excellence (P2E) is only one of the tools in your tool box of resources, but an important one. P2E will position you and your company as "Best of the Best".

For additional information contact Robert S. Gonzalez, Director of Consulting Services at the HMSDC offices via phone (713.) 271-7805 or email Robert.gonzalez@HMSDC.org.

Returning MBES

3G Controls. Inc
A. S. Physiques
Accredo Packaging, Inc.
Advance Worldwide Products, LLC
Al- Razaq Computing Services
Amagine Technologies, LLC
American HVAC, Inc. dba American Air Conditioning, Inc.
AmPac Chemical Company, Inc.
Anyway You Slice It, Inc.
Applied Field Data Systems, Inc.
Ardoin Engineering
Assoc. Constr. & Labr., Inc.
Atlantic Petroleum & Mineral Resources, Inc.
B- Squared Technical Services and Consulting, Inc.
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ChaseSource, LP
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ECLAT Integrated Software Solutions, Inc.
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Friendship Caterers
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RJM Group, LLC dba City Build Utility Supply
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<i>Committee Chair</i>	<i>Contact</i>	<i>No. Meeting/Day/Time</i>
Education	Karen Gross (713) 271-7805	3rd Tuesday, 1:30 p.m..
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