

*New York State's Technology Sector*  
**MWBE Infielder**  
*Leveling the Playing Field in the Tech Sector*



**A Successful Networking Event Gives MWBEs and Small Businesses Opportunities**

On November 5, CIO/OFT held a successful "IT Staff Augmentation (ITSA) RFP Meet and Greet" for MWBEs, small companies, and prime contractors. In October, New York State issued a Request for Proposal (RFP), which solicited applications from qualified bidders to manage the procurement and fulfillment process for IT Staff Augmentation in state agencies. The goal of the meet and greet was to connect primary vendors bidding on the RFP with MWBEs and small companies. There is a requirement for prime vendors to establish and use an "open and diverse" network of subcontractors to fulfill at least 85 percent of all consulting placements.

An essential ingredient for a successful IT Staff Augmentation Contract is for the primary vendor to have a broad and qualified subcontractor network. With a large pool of subcontractors to choose from, the more likely the prime vendor can meet the goals of the RFP.

To kick-off the event, Dr. Melodie Mayberry-Stewart, New York State Chief Information Officer and Director of the Office for Technology, addressed participants saying, "Today's event is designed to create an opportunity for our primary vendors interested in bidding on this procurement to meet as many MWBE companies as possible. They need to know about your company, your core competencies and your desire to participate."

Over 150 representatives from small, woman or minority-owned businesses attended the event, and were able to network with seven potential prime vendors.

"CIO/OFT views this procurement as an opportunity for more women and minority owned businesses to have access to the dollars spent by New York State for IT Staff Augmentation Services," Dr. Mayberry-Stewart said. "We need for all qualified companies to explore this opportunity. We are providing this venue.



Over 150 representatives from small, woman and minority-owned businesses attended the ITSA Meet and Greet.

The rest is up to you."

The IT Enterprise Staff Augmentation procurement is expected to result in a contract that reduces the amount of time and effort it takes agencies to obtain essential IT Staff Augmentation Resources. Also, it is planned to reduce the cost of those services across the state enterprise.



Dr. Melodie Mayberry-Stewart, NYS CIO and Director of OFT, speaks to one of the over 150 representatives from small, women and minority-owned businesses.



Meet and Greet participants network with seven of New York State's potential prime vendors.

## Governor's Small Business Task Force Proposes Ways to Level Playing Field

Following Governor David A. Paterson's approval, the New York State Small Business Task Force released a report this month that includes proposals to address increasing access to capital; reducing red tape and providing regulatory reform; strengthening and enhancing training and technical assistance for business owners, employees and aspiring entrepreneurs; and improving access to, and awareness of, available State resources. Each of these priorities includes a series of actionable initiatives to spur economic growth and make doing business in the State easier.

"In this age of super-sized corporations, small businesses may not make the headlines, but they do drive job creation," Governor Paterson said. "The road to prosperity runs through New York's corner stores and technology start-ups, its mom-and-pop restaurants and roadside repair shops. That's why I have worked for the



past 20 months to expand opportunity for small businesses – to increase minority and women-owned business participation in government contracting four-fold and to double alternative lending resources for entrepreneurs."

In addition to accepting the Final Report, Governor Paterson announced the launch of the New York State Small Business Lending Guide (found at: <http://www.nylovesmallbiz.com/lenders.htm>), a free online manual aimed at connecting small business owners and entrepreneurs with alternative banks and credit unions who are lending right now. This is the second guide New York State has launched this year. In September, Governor Paterson announced the New York State Directory of Small Business Programs, an interactive online directory of State business resources.

The full report is available online at: [http://www.ny.gov/governor/press/pdf/Final\\_report.pdf](http://www.ny.gov/governor/press/pdf/Final_report.pdf).

For more information about the Small Business Task Force, please visit <http://www.nysmallbiztaskforce.org>.

## MWBE Success Stories

### Capstone Information Technologies, Inc. Finds Benefits from MWBE Events



Sitima Fowler, CEO CAPSTONE IT, Inc.

The NYS MWBE Jumpstart Events have offered women and minority-owned businesses opportunities that surprised them.

For example, Sitima Fowler, CEO of Capstone Information Technologies Inc., admitted she was skeptical of the first event she attended, and didn't expect it to bring her any significant business. "However," she said, "by attending that event, two major business developments have [since] taken place and both have directly increased [our company's] revenue."

Additionally, Capstone has acquired several new customers since being added to HP and Dell's New York State contracts as an MWBE reseller. "We are a small shop and don't have a lot of visibility with these big players. But with the help of [the NYS MWBE initiative], we are now doing business with state and local agencies!"

### Microsoft Continues to Strengthen Supplier Diversity

Microsoft's recent investments and initiatives have delivered an estimated yield of more than \$670,000 for the MWBE community.

Microsoft's recruited a minority-owned business to become an authorized reseller of its path breaking Surface technology, making the New York-based company Microsoft's first minority partner in the United States in the cutting-edge surface computing realm. This award is expected to generate over \$300,000 in the next twelve months in sales (with a conservative estimate of only ten surfaces sold in all of NY) at a State Contract cost of approximately \$15,000 each.



Kenneth Damato, Account Executive for Microsoft, accepts a certificate of recognition for Microsoft's efforts to increase MWBE participation, from Michael Jones-Bey and Dr. Mayberry-Stewart.

## Upcoming Events

### Developing a Business Plan

January 5, 3:00- 5:00 pm, Contact: [smallbiz@camba.org](mailto:smallbiz@camba.org)

Learn the secrets and strategies professionals use when developing a bank and/or investor ready business plan.

### Create Your Website and Internet Marketing

January 26, 3:00-5:00 pm, Contact: [smallbiz@camba.org](mailto:smallbiz@camba.org)

Learn what makes a great small business website and how you can promote it.

### MWBE Owned Small Business Procurement Opportunities and the MWBE Certification Process

January 13, 10:00 am-12:30 pm, Event Website:

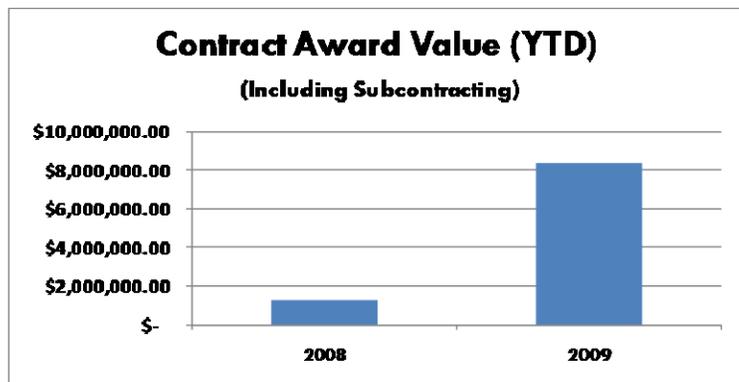
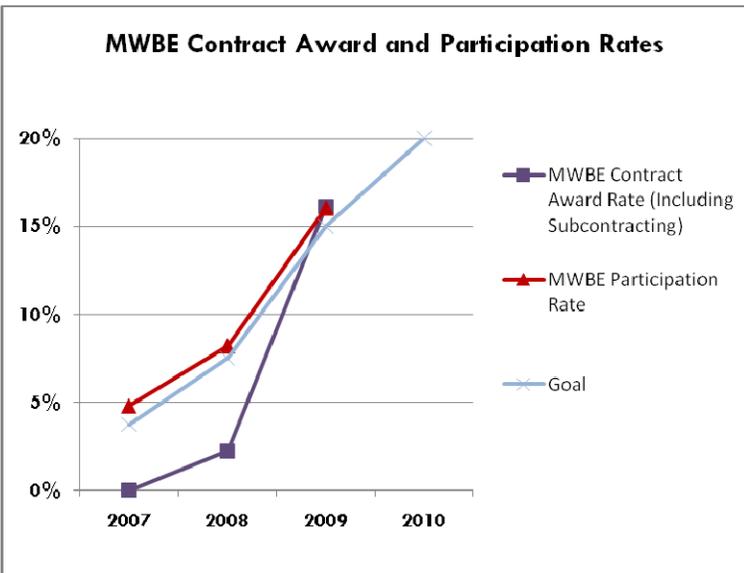
[www.nyssbdc.org](http://www.nyssbdc.org)

Learn how small businesses can identify potential government agency customers, the process for selling to these agencies, and the advantages of MWBE Certification for bidding on contracts.

To learn about additional events, please visit:

<http://www.nylovesmwbe.ny.gov/Events%20Calender/Event.htm>

## CIO/OFT Quarterly MWBE Performance Results: (As of Sept. 30, 2009)



## Friendly Reminder: Vendor Reports Due to CIO/OFT Contracts and Procurement

During 2009, businesses with CIO/OFT contracts of \$25K or more have committed in their MWBE Utilization Plan to spend 8.3% of their annual revenue received from CIO/OFT on MWBEs.

Thirty days after a contract is awarded, **monthly** MWBE Contractor Compliance Reports are due on the **10th** of each month for the preceding month. This report should show actual dollar amount paid to MWBE firms in support of the state contract or overall company operations. A report should be submitted for each MWBE listed in your initial MWBE Utilization Plan, in addition to any new MWBE firms your organization has partnered with since your original submission. Receipt of these reports **are critical** to both CIO/OFT and your company to track progress in reaching the 15% MBE and 5% WBE utilization goals set forth in your contract.

In addition, **quarterly** Equal Employment Opportunity (EEO) Work Force Employment Utilization/Compliance Reports are due on the **15th** day of January, April, June, and October. If the quarterly reports are not submitted in a timely fashion, it may impact payment of invoices. If no changes have been made since approval of an original EEO Staffing Plan, a written statement of no change or a copy of the previous report can be submitted with the date and reporting period updated.

**PLEASE NOTE: Timely submission of these compliance reports are required under the terms of vendor contracts. If reports are not submitted in a timely fashion there may be a delay of payment, finding of non-compliance, and/or termination of the contract.**

To expedite receipt of monthly and quarterly compliance reports by the deadline, electronic copies can be sent to [mwbe@cio.ny.gov](mailto:mwbe@cio.ny.gov).



### Resources & Contact Information

**CIO/OFT MWBE Supplier Diversity Program**  
<http://www.cio.ny.gov/OFT/MWBE.htm>

**Division of Minority and Women Owned Business Development**  
<http://www.nylovesmwbe.ny.gov>

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