

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



**Governor Cuomo Issues Executive Order Establishing Minority- and Women-Owned Business Enterprise Team**

Governor Andrew M. Cuomo today issued an Executive Order establishing a team to explore ways to meet his goal of expanding minority and women-owned business enterprise (MWBE) participation in state contracting to 20 percent.

"Since its creation, the Empire State's great strength has come from the diversity, innovation and perseverance of all its residents," Governor Cuomo said. "New York's MWBE programs have provided access to countless entrepreneurs and businesses and provided a level playing ground for state contracts. However, we must always look for ways to improve and strengthen our business climate and make it reflective of our current world. This team will find new ways to open doors to success for any New Yorker who has the talent, drive and passion for their business to succeed."

Current MWBE participation in the state's contracting and procurement process is at 9.2 percent. A disparity study, commissioned last year by the state Department of Economic Development, identified numerous barriers that have impaired access by MWBE to state contracting. Governor Cuomo's MWBE team will identify ways to overcome these obstacles and enhance existing programs



to spur participation.

The team, chaired by former New York City Comptroller William Thompson, will be comprised of state agency heads managing MWBE programs; members of the state senate and assembly, including members of the New York State Black,

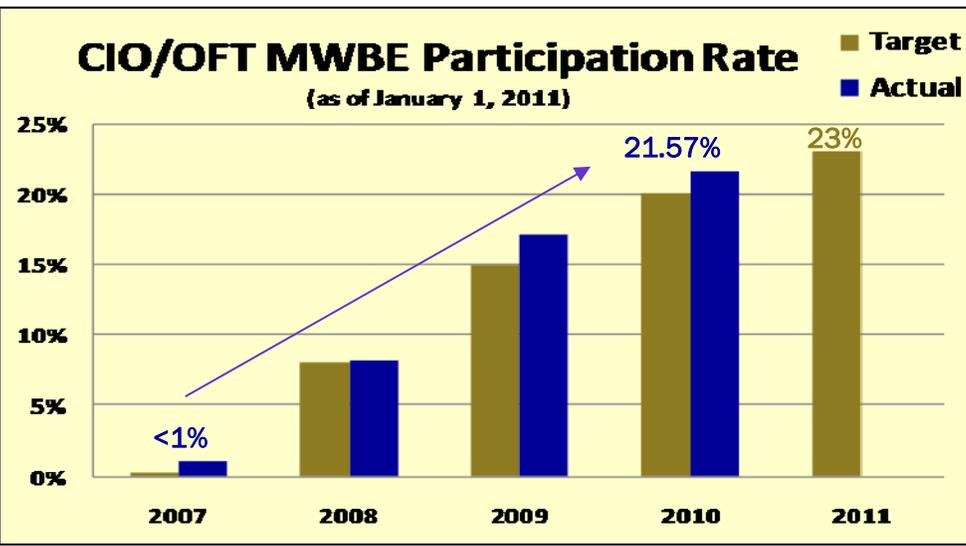
Puerto Rican, Hispanic and Asian Legislative Caucus; representatives of companies actively involved in supplier and workforce diversity contracting and inclusion practices; recognized experts in M/WBE implementation; and representatives from New York state academic institutions.

Congresswoman Nydia Velazquez said, "It is vital that our government procurement process represents the diversity that has made New York into the state it is today. I commend Governor Cuomo for creating this team, and I am confident that it will facilitate greater MWBE participation."

New York City Council Speaker Christine Quinn said, "This team and its mission demonstrate Governor Cuomo's commitment to supporting diversity and small business involvement in the state procurement process. Increased participation by MWBEs will create jobs and support economic prosperity for all of our communities."

To learn more and to see a list of the initial members of Governor Cuomo's MWBE team, please visit:

<http://www.governor.ny.gov/press/021711minority-women-ownedbusiness%20>



Working closely with MWBEs and top IT vendors, CIO/OFT was successful in achieving its agency goal of 20% MWBE participation. This was accomplished through numerous outreach efforts, one-on-one vendor assistance, and a proactive procurement strategy. Article 15-A, the statute behind CIO/OFT's Supplier Diversity program, recently set mandatory statewide MWBE utilization goals across different industry categories, with an overall statewide MWBE goal of 28.92%. CIO/OFT will continue its currently successful strategy, adding elements such as a formal mentor-protégé program, to achieve goals in accordance with the statute.

## Spotlight On MWBE

### Annese Prides Itself on Manufacturing Good Will

For 41 years, employees at Annese & Associates, Inc. have worked tirelessly to build and maintain meaningful, honest, and authentic relationships with its customers which include a number of New York State agencies, measuring their success, in part, by the quality of those longstanding relationships.

A company built on the foundation of customer excellence, the philosophy that founder and retired CEO, Frank J. Annese, pioneered at the company's inception in 1970, has remained the cornerstone of its business practices, shaping what has become known as the Annese way. Annese is committed to delivering industry-leading technology and advanced professional services, coupled with a personal approach to business. Customer intimacy is not just a concept at Annese, but a way of life, which has proven to be the differentiating factor most distinguishing the organization from its competitors.

In 2008, Annese's ownership succession plan went into effect when Frank sold his ownership stakes to his four daughters, who now own and operate the business and run a very active board of directors. These notable women in business—Michelle Annese, Yvonne Annese LoRe, Andrea Annese Como and Francine Annese Apy—are each employed within the organization in various capacities ranging from sales to vice president.

As a newly recognized Woman Owned Business Enterprise, Annese enjoyed a strong 2009 and 2010, with the hiring of more than 25 employees, the development of new managed service offerings, expansion into additional territories and vertical mar-

kets, and growth in revenue despite the challenges of a tough economic climate. Frank's four daughters have kept their father's founding principles alive, as anyone working at the company today would confirm, the value of a strong customer relationship at Annese is immeasurable.

As a communications and IT solution provider serving New York and New England, Annese currently employs over 95 New York residents, earned \$53M in revenues in 2010, maintains nine office locations, enjoys no debt, and is strongly supported by over \$4M in working capital. Primary vertical markets served by the company include K-12 and higher education, state and local government, healthcare, finance and select commercial industries.

"My Dad always promoted the concept that great people are what make companies successful," acknowledges Francine Annese Apy, VP of Human Resources. "At Annese, we provide communications technology solutions but the only thing we manufacture is goodwill; we couldn't wish for a stronger foundation."



Owners and board members of Annese & Associates, Inc., clockwise from top left: Michelle Annese, Yvonne Annese LoRe, Andrea Annese Como and Francine Annese Apy.



### Upcoming Events

#### Financing Sources and Business Plan Development

March 5, 9:30 am - 11:30 am  
 Location: Lockport, NY

Contact Info: (716)434-3815, [sbdc@niagaracc.suny.edu](mailto:sbdc@niagaracc.suny.edu)

Discuss sources of financing and review data needed for a business plan.

#### Legal Fundamentals

March 15, 8:30 am - 10:00 am  
 Location: Albany, NY

Contact Info: (518)485-7647, [wbrigham@uamail.albany.edu](mailto:wbrigham@uamail.albany.edu)

Addresses Selecting a Business Entity, Insurance Coverage and Claims, General Labor Law and the Small Business, Common Contracts and Leases, Small Business Litigation, Collecting Past Due Receivables.

#### Marketing and Government Contracting

March 9, 6:00 pm - 8:00 pm  
 Location: Utica, NY 13502

Contact Info: (315)792-7547, [sbdc@sunyit.edu](mailto:sbdc@sunyit.edu)

Focuses on marketing, promotion, and advertising planning on a shoestring budget, as well as marketing to and doing business with government agencies.

#### Business Plan Basics

March 24, 6:00 pm - 8:00 pm  
 Location: New York, NY 10010

Contact Info: (646)312-4790, [sbdc@baruch.cuny.edu](mailto:sbdc@baruch.cuny.edu)

Introduces the entrepreneur and small business owner to the basic format and concepts expected in a business plan.

To learn about additional events, please visit:

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

State Capitol  
 Empire State Plaza  
 P.O. Box 2062  
 Albany, NY 12220  
[Customer.relations@cio.ny.gov](mailto:Customer.relations@cio.ny.gov)



30 South Pearl Street  
 Albany, NY 12245  
[esd@empire.state.ny.us](mailto:esd@empire.state.ny.us)