

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

**inFIELDER**  
 MWBE Tech Sector Newsletter

NEW YORK STATE  
 Empire State Development

## Governor David A. Paterson Holds Ceremonial Bill Signing for MWBE Legislation

Governor David A. Paterson was joined by Assemblywoman Crystal Peoples-Stokes and local stakeholders for a ceremonial bill signing of the Minority and Women-owned Business Enterprises (MWBE) "Emerging Managers" bill (A.9976-C / S.6888-C) on November 23.

"I am pleased to sign this bill into law, as part of my Administration's ongoing efforts to ensure our State corrects the long-standing disparities in government contracting and procurement," Governor Paterson said. "This legislation is another step we as a State have taken to improve equity in the procurement process and facilitate greater access for Minority and Women-

Owned Business Enterprises. Through such actions and initiatives we not only help businesses thrive, we will help our State back on the path of economic recovery and prosperity."

The new law will create an Emerging Manager and MWBE financial services strategy to allow greater diversification and expansion of MWBE contracting goals with the State. This legislation will help ensure that emerging investment managers, under the oversight of the State Comptroller, have the ability to invest with MWBE financial institutions and to adopt a strat-



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egy that motivates investments in underserved areas of the State.

Senator Ruth Hassell-Thompson said, "The Emerging Managers bill intends to bring our State procurement process into the 21st Century by removing barriers that have historically prevented women and persons of color from reaching full economic parity with respect to contracting opportunities in this State. Signed into law in June 2010, this bill ensures that the State's fiduciary-controlled entities have developed and codified a strategy aimed at meaningful inclusion and participation of

MWBEs across New York State. This bill will go a long way to ensure that best-practices are institutionalized and that contracting opportunities are readily and steadily available for qualified MWBEs."

Assemblywoman Crystal Peoples-Stokes said, "New York must be a State that continues to represent diversity in the marketplace. I am pleased that this historic legislation will increase the participation of investment managers and MWBE financial institutions and level the playing field. New York cannot lag behind in its commitment to business especially when these MWBEs are ready, willing and qualified to take part in procurement and investment opportunities."

In June 2008, the Governor issued Executive Order No. 10, which established the Task Force on Minority and Women Business Enterprises. The Task Force was charged with reviewing how authorities issued State-supported debt and selected underwriters and other professional services. Following the Executive Order and the work of the Task Force, MWBE partici-

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### Upcoming Events

#### Entrepreneurial Training Course

January 13 – February 24, 6:00 pm — 9:00 pm  
 (7 Consecutive Thursday Evenings)  
 Location: Watertown, NY

Contact Info: (315)782-9262 or [sbdc@sunyjefferson.edu](mailto:sbdc@sunyjefferson.edu)

#### QuickBooks Basics

January 18, 9:00 am—1:00 pm  
 Location: New York, NY

Contact Info: (212)618-6655 or [SBDC@Pace.edu](mailto:SBDC@Pace.edu)

#### Fast Track to Business Success

January 18 – 25, 9:00 am — 3:00 pm  
 (3 Meetings)  
 Location: Syracuse, NY

Contact Info: (315)498-6070 or [SBDC@SUNYOCC.EDU](mailto:SBDC@SUNYOCC.EDU)

#### Small Business Accounting

January 27, 6:00pm — 9:00 pm  
 Location: Watertown, NY

Contact Info: (315)782-9262 NY or [sbdc@sunyjefferson.edu](mailto:sbdc@sunyjefferson.edu)

To learn about additional events, please visit:

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

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pation quadrupled and minority and women-owned firms have yielded an increase of \$162 million in revenue from prior year levels.

During this past legislative session, Governor Paterson submitted Governor's Program Bill No. 298 (S.8313/A.11526), which would require the creation of the Chief Diversity Officer position in the Executive Chamber. This legislation was passed by the Legislature in June 2010 and signed into law by Governor Paterson on July 15, 2010. That statute significantly reformed and strengthened the State's program for encouraging the growth of Minority and Women's Business Enterprises, a program in which the Chief Diversity Officer will play a central, coordinating role.

Under the Governor's leadership, the State has laid the foundation for future progress and economic growth through making New York a national leader in MWBE economic development.

## MWBE Spotlight: Documentation Strategies, Inc. Shares Secrets to Success

Certification as an MWBE contractor is the first rung on the ladder of success, but what does it take to climb the rest of the way up that ladder?

Insight into this question can be gained by looking at MWBE firms with a history of success in supporting NYS IT initiatives and programs. Documentation Strategies Inc. of Rensselaer, a 30-person WBE Information Technology services firm has served many NYS agencies as both a prime contractor and subcontractor since its founding nearly 30 years ago. The company specializes in technical writing, custom training and IT consulting. For example, it recently designed e-learning courses, and provided project management and Sharepoint consulting among other projects for various NYS agencies.

"When MWBE firms establish themselves first and foremost as reliable, valuable and professional partners, many benefits will follow," said President Ann Moynihan. "As a result of CIO/OFT promoting many MWBE initiatives in recent years, we're seeing more interest from large vendors and system integrators who want us to be subcontractors for them. But the way they see it, because their reputation is on the line with every contract, they need the MWBE firm to perform

at a high level. When that happens, they look at you more as a strategic partner than as



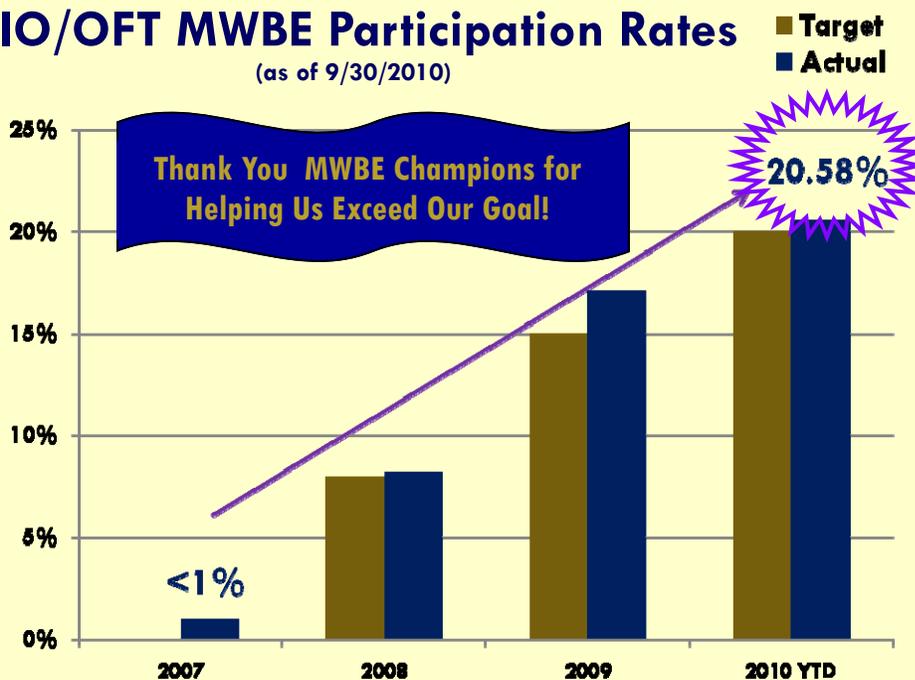
**Documentation Strategies, Inc. president Ann Moynihan and vice president Preetham Morkonda**

*[Photo by Liz Lajeunesse Photography]*

a vendor, and become willing to partner with you on other projects, even in the private sector."

Moynihan also said that because many MWBE firms are smaller enterprises, Governor Paterson's signing into law a bill that raises the cap on discretionary purchases that a State agency can award to MWBEs or small businesses from \$100,000 to \$200,000 without full-blown competitive bidding has been helpful already. "Some NYS agencies have used this discretionary vehicle to hire us for specific projects, or to augment their staff to help them over a temporary higher workload including strategic and healthcare consulting projects. There's no question it would have been more difficult or time consuming to win these projects without this procurement flexibility."

### CIO/OFT MWBE Participation Rates (as of 9/30/2010)



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