

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



## State Funds More Than \$1.7 Million for 24 Entrepreneurial Assistance Program Centers Across New York State

The Empire State Development Corporation Board of Directors approved more than \$1.7 million for the state's twenty-four Entrepreneurial Assistance Program Centers (EAP Centers).

The EAP provides comprehensive assistance in enterprise development to owners and prospective owners of small businesses, with a particular interest in serving minority group members, women, dislocated workers and individuals with a disability. The centers will use the allocated funds for expenses related to training and technical assistance, operating expenses, promotional and marketing materials, travel and supplies. Last year, the centers, located throughout New York State, helped create 166 new businesses and retain 198 existing businesses.

The EAP centers were also responsible for the creation of more than 400 jobs and the retention of 1,077 jobs. In



addition, nearly 180 firms who took advantage of the EAP were able to increase their sales by \$15.4 million. For more information on the EAP program please visit [www.esd.ny.gov](http://www.esd.ny.gov)

## Governor David A. Paterson Announces Small Business Revolving Loan Fund

In July of 2010, Governor David A. Paterson announced the creation of a \$50 million Small Business Revolving Loan Fund to provide capital to minority and women-owned enterprises and other entrepreneurs that are having difficulty accessing regular credit markets. The fund, which is supported by \$25 million in State funds, will leverage \$25 million in non-State funds. The ESDC Board of Directors authorized the promulgation and adoption of the rule and regulations for the Small Business Revolving Loan Fund last month.



For additional information, please visit the NYS Small Business Resource Center at: [www.esd.ny.gov/SmallBusiness.html](http://www.esd.ny.gov/SmallBusiness.html)

For individual assistance on accessing a wide range of small business support services available throughout New York State, please contact the Division directly at 800-STATE-NY or 518-292-5220.

## Upcoming Events

### Local Government Programs Can Help Increase Your Profits

September 15, 9:30 am - 10:30 am

Location: Lewiston, NY

Contact: Niagara Co. Center for Economic Development, 716.278.8760

This workshop will outline resources and programs available to current or prospective Niagara County businesses.

### Small Business Forum

September 16, 10:00 am - 12:00 noon

Location: Garden City, NY

Contact: Nilka Enck, [Nilka.Enck@irs.gov](mailto:Nilka.Enck@irs.gov), (212)436-1638  
 RSVP by Tuesday, September 14

The Small Business Forums will provide your organization with the latest small business information from the IRS. Organizations are encouraged to provide topics and issues for discussion. Meetings are open to any leaders of small businesses/trade associations/organizations that are interested in attending.

### Mosaic Vendor Fair

September 28, 9:00 am - 4:00 pm

Location: New York City

Contact: Candace Elliott, 202-898-0089, [celliott@aaf.org](mailto:celliott@aaf.org)  
[www.aaf.org/vendorfair](http://www.aaf.org/vendorfair)

Mosaic Vendor Fairs are one-day events created to help women-owned and minority-owned businesses connect with leading ad industry companies to discuss their supplier diversity programs. Past exhibitors include industry giants as DraftFCB, Fox Diversity Development, McCann Erickson, and Saatchi & Saatchi. In addition to a vendor fair the day also includes business development workshops and networking opportunities.

**STAY TUNED:** In mid to late October, CIO/OFT and Empire State Development will be hosting an Informational Session about the recent MWBE legislation. More information about the event will be included in next month's issue of the MWBE Infielder.

For additional information about these and other events, please visit: <http://www.nyssbdc.org/training/listtraining.aspx>

## Spotlight on Best Practice

### Deloitte Helps MWBEs Chart A New Course

Deloitte was an early adopter of the pledge to help CIO/OFT reach the 20% MWBE participation goal and has been an active partner in all three MWBE IT Sector Jumpstart Events. More than jumping onboard early to make introductions and participate in networking opportunities at the Jumpstart events, their IT sector MWBE activities have set sail. Deloitte has continued on the journey to deepen and sustain relationships, generate partnering opportunities, and mentor MWBE firms on how to do improve their technology-related business with New York State and work with large companies.

Jeff Dickert, Deloitte's Strategic Relationship Manager for the State of New York, says, "We realized we were getting many, many introductions to MWBEs in the Technology Sector. All have unique capabilities and offerings, but many firms had varying levels of knowledge of how to do business with New York State and larger technology companies overall. This was difficult to keep track of initially. With the broad array of technology and other consulting opportunities Deloitte pursues in New York, we needed a sustainable way to organize and maintain these relationships over time beyond just introductions, so when we were ready to connect with the right partners as opportunities arose we could act quickly."

To manage this "nice problem to have"—too many potential partners—Deloitte set aside time and put a program in place to provide MWBEs a dedicated time to present their capabilities or present demonstrations of their products. Deloitte has averaged about two presentations per month since the first MWBE jumpstart event in June 2008 holding dozens of formal introductory or follow up meetings with more than 30 MWBE firms with results ranging from current partnerships on several active state of New York



**Jeff Dickert (right), Deloitte's Strategic Relationship Manager for the State of New York, met with several MWBEs during the "speed-matching" portion at Buffalo Jumpstart Event.**

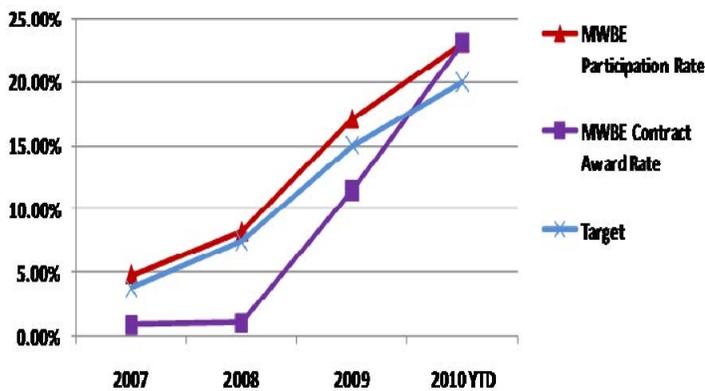
procurements to introductions of New York State certified MWBEs to other Deloitte practitioners in other states around the country.

Beyond formal reviews of capabilities by an MWBE firm, relationships have extended to mentoring MWBEs to successfully gain business as prime contractors directly with the State and how to more effectively market and successfully present their value propositions to large systems integrators overall.

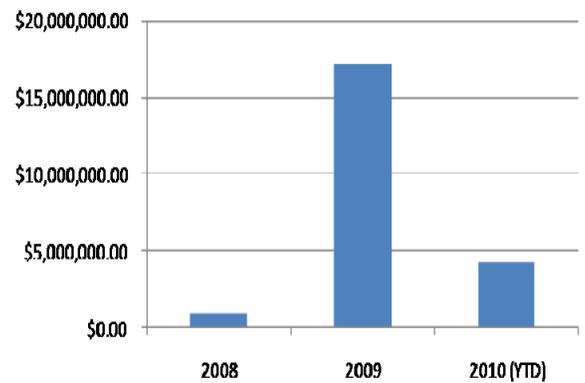
Deloitte has fully embraced New York's MWBE IT Sector participation goals and is helping many MWBE firms set sail.

### CIO/OFT MWBE Performance Dashboard: (As Of May 31, 2010)

**MWBE Contract Award and Participation Rates**



**MWBE IT Contract Award Value**



YTD = Year to Date

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)