

# MILWAUKEE COUNTY BOARD Community Business Development Partners

2011 NEWSLETTER



## Chairman's Corner

*Chairman  
Lee Holloway*

The Milwaukee County Board of County Supervisors places a high value on our disadvantaged business firms through a truly unique collaboration of public and private entities. The Office of Community Business Development Partners targets community investment by providing greater access and opportunities for disadvantaged business firms wanting to do business with Milwaukee County.

Economic development opportunities are the keys to success. The use of County contracting and purchasing funds to achieve this goal drives community economic growth and makes for a better quality of life for all Milwaukee County residents.

For many years, Milwaukee County has joined with major business partners and local DBE firms to bring about a cooperative spirit of networking and value added business opportunities that have been successful in developing increased professional business relationships. Good relationships foster lasting relationships. As Milwaukee County continues to be an economically healthy and desirable place to work and serve the community, the County Board will continue to "think out of the box" in creating business opportunities for disadvantaged, minority and women owned business enterprises to participate in sharing tax dollars spent in providing goods and services to Milwaukee County.

Good skills and good relationships are important in building a strong and viable community. On behalf of the Milwaukee County Board of Supervisors, we salute our business partners and look forward to greater participation and growth of DBE firms through the efforts of our Community Business Development Partner staff.

Lee Holloway, Chairman  
Milwaukee County Board of Supervisors

## On Whose Shoulders Do We Stand?



*Do you recognize these DBE pioneers? (see page 7)*

## *From: The Director's Desk*

Dear Community Business Partners,

We are pleased to announce the return of our Community Business Development Partners (CBDP) Newsletter. We feel that it is important for us to keep the CBDP community informed and updated about ongoing activities and business development opportunities. The CBDP mission is to continue the implementation of County and Federal rules and regulations by establishing and maintaining DBE goals and by encouraging DBE participation in County contracting opportunities. CBDP certification of small, minority, women owned socially and economically disadvantaged firms allows CBDP to monitor and enhance DBE firm growth and capacity development. CBDP was established for the purpose of providing technical assistance and the promotion of cooperation between Milwaukee County departments and majority contractors seeking to engage DBE firms who are capable of providing "value added" goods and services to participation projects.

As CBDP Director, I encourage your DBE firm to become certified and take advantage of the many opportunities that Milwaukee County has to offer. It's only by working together in partnership that we can close the disparity gap and level the economic playing field. The CBDP office looks forward to helping you to make your business a success. Please contact our office for more information.



Freida Webb,  
Director CBDP

## DBE Certification Process A Bird's Eye View

*By: Mildred Hyde-Demoze  
Certification Manager*

The Milwaukee County Board's Office of Community Development Partners (CBDP), is one of four statewide certifying agencies for the U.S. Department of Transportation's DBE Program. The federal regulations describing the rules and regulations of the DBE Program can be found in the Code of Federal Regulations, 49 CFR Part 26 and 23.

Milwaukee County, the City of Madison, Dane County and the Wisconsin Dept. of Transportation (WisDOT) are responsible for certifying DBE's (Disadvantaged Business Enterprises) for all 24 municipalities in Wisconsin that receive federal funding from the U.S. Dept. of Transportation. The four municipalities form a "United Certification Program" (UCP) for these municipalities which includes 6 airports, 13 cities and 3 counties across the state. Once a company is certified by either of the certifying agencies, it is eligible to do business on federally funded projects with any of the 24 municipalities as a certified DBE.

Milwaukee County's DBE program is unique from other municipalities in that Milwaukee County allows certified DBE's to participate on both federally as well as locally funded (tax supported) projects.

**To be certified as a Disadvantaged Business Enterprise (DBE) you must meet the required certification standards established by the U.S. Dept. of Transportation. 49 CFR Part 26 defines a DBE as follows:**

"Disadvantaged Business Enterprise (DBE) means a for-profit business concern (1) that is at least 51% owned by one or more individuals who are both socially and economically disadvantaged or, in the case of a corporation, in which 51% of the stock is owned by one or more such individuals; and, (2) whose management and daily business operations are controlled by one of more of the socially and economically disadvantaged individuals who own it."

**Federal regulations define socially and economically disadvantaged individuals as:**

"Any individual who is a citizen (or lawfully admitted permanent resident) of the United States who is (1) any individual who a recipient finds to be a socially and economically disadvantaged individual on a case-by-case basis. (2) Any individual in the following groups, members of which are rebuttably presumed to be socially and economically disadvantaged:

- Black Americans, which includes persons having origins in any of the Black racial groups of Africa;
- Hispanic Americans, which includes persons of Mexican, Puerto Rican, Cuban, Dominican, Central or South American, or other Spanish or Portuguese culture or origin, regardless of race;
- Native Americans, which includes persons who are American Indians, Eskimos, Aleuts or Native Hawaiians;
- Asian-Pacific Americans, which includes persons whose origins are from Japan, China, Taiwan, Korea, Burma (Myanmar), Vietnam, Laos, Cambodia (Kampuchea), Thailand, Malaysia, Indonesia, the Philippines, Brunei, Samoa, Guam, the US trust Territories of the Pacific Islands (Republic of Palau), the Commonwealth of the Northern Marianas Islands, Macao, Fiji, Tonga, Kiribati, Juvalu, Nauru, Federated States of Micronesia, or Hong Kong.
- Subcontinent Asian Americans, which includes persons whose origins are from India, Pakistan, Bangladesh, Bhutan, the Maldives Islands, Nepal or Sri Lanka;
- Women;
- Any additional groups whose members are designated as socially and economically disadvantaged by SBA, at such time as the SBA designation becomes effective.

The Federal regulations states that "when an individual's personal net worth exceeds the \$1.32 million threshold, exclusive of equity in the primary home and the business being certified, the presumption of economic disadvantaged is conclusively rebutted and

the individual may not participate in the DBE program.

**Many companies are unaware of the substantial benefits that are afforded to certified DBE firms through the 24 municipalities that recognize DBE participation. Certification benefits include:**

- Increased opportunities to participate on Federal and non-federal (Milwaukee County) contracts for goods and services on an annual basis;
- Inclusion in statewide UCP Directory of Certified Firms which is utilized by many public and private sector companies;
- Eligibility to receive low interest short term and working capital loans for labor and material once a contract is secured;
- Eligibility for technical assistance and participation workshops, training and trade shows sponsored by the certifying agencies.

**If you meet the criteria, it is relatively easy to apply for certification:**

Simply call or stop by one of the four certifying agencies and request a DBE application. Milwaukee County posts DBE application materials on line at, [www.county.milwaukee.gov](http://www.county.milwaukee.gov). Once the application packet is completed and notarized, submit it to the nearest DBE certifying agency in your area. The Milwaukee County Community Business Development Partners office (2711 W. Wells Street, 8th floor) serves Milwaukee, Waukesha, Ozaukee, Racine, Kenosha and Washington counties. The process takes approximately 90 days.

Milwaukee County is currently seeking qualified DBE firms who can offer an array of professional goods and services which includes but is not limited to: medical products and services, manufacturing promotional items, food wholesalers and carters, commodities suppliers or wholesalers, financial and investment services, attorneys, accountants, specialty advertising services, digital graphic design services, auto repair and parts suppliers, construction specialty services and more.

**ACCESS TO VENDOR CONTRACT INFORMATION**

- Business Opportunity Portal: [www.county.milwaukee.gov/bop](http://www.county.milwaukee.gov/bop)
- Milwaukee County: [www.county.milwaukee.gov](http://www.county.milwaukee.gov)
- Prime Contractors looking for Certified DBE firms: [www.triconsultants.com/wisDOT](http://www.triconsultants.com/wisDOT)
- Milwaukee County Bid Notifications: [www.milwaukee.gov](http://www.milwaukee.gov)
- Freida Webb - Director Community Dev. Business Partners [freida.webb@milwcnty.com](mailto:freida.webb@milwcnty.com)
- Mildred Hyde-Demoze - Certification Manager [mhydemoze@milwcnty.com](mailto:mhydemoze@milwcnty.com)
- Ruby Brooks - Certification Analyst [ruby.brooks@milwcnty.com](mailto:ruby.brooks@milwcnty.com)
- Keith Garland - Contract Compliance Manager [keith.garland@milwcnty.com](mailto:keith.garland@milwcnty.com)
- Donya Saffold - Certification Analyst [donya.saffold@milwcnty.com](mailto:donya.saffold@milwcnty.com)
- Joyce Winfrey - Secretarial [Joyce.winfrey@milwcnty.com](mailto:Joyce.winfrey@milwcnty.com)

**Register NOW for the Milwaukee County Contract Administration (MCCA) bid notification website at: <http://www.mcca.milwaukeecounty.org>**

For CURRENT Bid Opportunities contact: <http://www.county.milwaukee.gov/bop>

For QUESTIONS regarding either of these sites contact the Community Business Development Partners (CBDP) Office at: [cbdp@milwcnty.com](mailto:cbdp@milwcnty.com) or call 414/278-5248.

## Contract Opportunities

### 2011 POTENTIAL PROJECTS

- GMIA Sound Abatement
- GMIA Bag Claim Building Remodeling
- GMIA In-line Baggage Screening Phase II
- GMIA Terminal Expansion Design Study
- GMIA Part 150 Study-Ramp Electrification
- GMIA Redundant Main Electric Service Feed
- GMIA Training Facility
- LJT Runway 15L - 33R Extension
- GMIA Terminal Roadway Signage
- GMIA Cessna Service Apron Reconstruction
- GMIA Perimeter Road Bridge over Howell Ave.
- Parks Retaining Wall Repair and Replacement
- Moody Pool Refurbishment
- Domestic Violence Area Reconstruction
- War Memorial Window Replacement and Reseal
- War Memorial Window Ledge Leak Repairs

# AFTER THE FACT

By: Roy B. Evans, Attorney at Law

*The following article, slightly edited, appeared in the Milwaukee County MBE Newsletter in 1984 and is as appropriate today as it was then. The author has an extensive background in the area of disadvantaged business participation and was a member of the first MBE committee established in 1983 by County Executive William O'Donnell.*

As an Attorney, with over 30 years of law practice, I find it disheartening to advise clients, that have tried to achieve economic success, by starting their own business, who are now facing either insolvency, foreclosure or bankruptcy as a result of poor planning, management and sometimes, just bad luck. Most started out with good ideas and grand intentions, but the lack of a proper business foundation proved too difficult to overcome. It seemed easy to get into business, but now, the cost of getting out of business is enormous. The biggest frustration for me is that, at this point, all I can give is "after the fact" advice. This consists of trying to determine;

1. How they got into this position in the first place.
2. Trying to come to grips with the real extent of their current situation.
3. An inventory of assets and liabilities and,
4. The proper legal course now needed for closing out the affairs of another promising but failed business (ad)venture.

Now, burdened with debts, tax liabilities, angry creditors, other unfulfilled contractual obligations, lawsuits, garnishment and general anxiety about the failure of their dreams, they seek professional help out of desperation. Unfortunately, at this point, the situations are complex, compounded by slow initial reaction to signs of business difficulty and once again, it's "after the fact." For the purpose of this article, let's go back "before the fact" and profile a basic common business failure denominator.

First, far too many business hopefuls start out undercapitalized but with high hopes of making money and eventually gaining profitability. With bare minimum startup funds they don't afford themselves the opportunity to retain the business planning and support services necessary for sustaining and achieving business success. The inability, and some times unwillingness, to spend startup resources on professional services such as legal counsel, tax accounting, finance planning, insurance, marketing etc., has proven to be a recipe for eventual business disaster. It's essential that, in order to be successful in today's complex and competitive business environment, you retain a business team to provide you with professional guidance while you are in the development stages, instead of "after the fact" when your business suddenly

can no longer sustain itself. You may be the sole owner or major stockholder but, if you don't have a professional business plan and business team you can call upon "before the fact," your business decisions become merely a game of "Russian roulette." Critical business decisions have to be viewed from a variety of objective perspectives in order to protect your investments and profitability. Like any other team, in order to win and be successful, you have to have a game plan with goals and objectives. You have to anticipate problems and make the proper adjustments "before the fact" and not after the game is over. Once you realize that the game is over, professional services have a higher premium. Your business is in debt, the IRS is threatening liens on your property, creditors want to be paid, checks begin to bounce, employees are threatening lawsuits and, on top of that, you are now broke and in debt. How do you expect to hire an attorney, business manager or an accountant at this point? With a promise to pay?

This does not work in the real world. You can't expect to have someone help you straighten out your tangled business affairs and fight your pressing tax and legal battles without compensation. Believe me; you can not expect to get quality professional service on good faith or with a promise to pay. So, as difficult as it may seem to appreciate having to pay professional service providers when the future looks bright, it's a lot more difficult (if not impossible) to afford assistance or help when your business reaches the point of "game over." This places any assistance you might receive at a distinct competitive disadvantage which also may only serve to compound your problems. Unfortunately, most business start up loans or grants do not provide for the acquisition of upfront professional business advisors, so it's incumbent that some provision is made to invest your resources wisely when starting your business. Investing in a professional business team "before the fact" gives you a much better opportunity to succeed and prosper.

So, before you go into business, if you're already in business or not sure whether you're in business or not, make the right business decisions by having the proper professional business team available to guide you in your decision making. There are plenty of models of business success. The most common denominator is having a well thoughtout business plan and an experienced professional business team. Tax laws are complex and may require expert knowledge. What might seem like a simple yes or no legal question now may have far reaching ramifications later. Insurance questions that may protect you from liability, which should have been asked, are no good "after the fact." Marketing for business success may turn out to be more than flyers and business cards. What if your business goals and objectives suddenly came true and you needed to expand quickly? Who are you going to call? Is this another missed opportunity? It's too hard to put a successful business plan and team together "after the fact." So, if you want to be successful, plan ahead. (And that's a FACT).



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# A Special Thanks for your support

## Milwaukee County Information Management Services Division (IMSD)

## Milwaukee County Disadvantaged Business Enterprise at a Glance

The Milwaukee County Minority Business Enterprise Committee was established in 1983 under the late County Executive William F. O'Donnell. In 2001, the program came under federal jurisdiction (Disadvantaged Business Enterprise or DBE) and was renamed the Community Business Development Partners (CBDP). DBE's are governed by 49 Code of Federal Regulations (CFR) 26 and defined as a small business concern with at least 51% ownership by socially and economically disadvantaged individuals.

CBDP implements County policies governing DBE contract participation to insure County procurement opportunities for DBE firms.

CBDP establishes DBE participation goals and assists department heads, administrators and prime contractors in identifying qualified DBE firms, which includes contract monitoring and dispute resolution. In conjunction with the United Certification Program (UCP), CBDP also provides technical assistance and capacity development counseling in order to enhance DBE's ability to participate and provide value added services to County contracts.

## Department of Transportation and Public Works Looking for DBE Participation

*By: Walter L. Wilson, AIA, Principal Architect*

Arnold Glasgow, the humorist and Wisconsin native, was quoted as saying, "Success is simple. Do what's right, the right way, at the right time." Success can, in fact, be that simple when you want to do business with Milwaukee County as well. The Milwaukee County Business Development Partners (CDBP) provide many opportunities and invites all business including DBE's to market their goods and services with Milwaukee County departments such as Transportation and Public Works; Parks, Recreation and Culture; Health and Human Services and Procurement just to name a few.

The Department of Transportation and Public Works (DTPW) consistently encourages majority consultants and construction contractors to seek out and sub-contract with certified DBE consultants and construction contractors. Partnering is critical to DBE capacity development and for sustaining lasting working relationships. Sub-contracting goals can be as high as 25% of prime contracts depending on the skill and capacity of the DBE. DBE's are also encouraged to bid and become "prime" consultants and contractors. DBE participation in underutilized areas such as hazardous waste removal, asbestos abatement, elevator and escalator repair, general contractors and green technology, to name a few, are always in demand.

Emerging and Disadvantaged businesses should not be discouraged or influenced by the myth that the certification process is too burdensome to pursue. The process establishes the basis for substantive DBE qualification and involvement which helps to insure maximum participation and success. DTPW encourages you to Get Certified by contacting the CBDP office. DTPW is looking for certified, capable and interested DBE participation. Your success can be as simple as certification.

*(Walter L. Wilson is the principal Architect for the Milwaukee County Dept. of Transportation and Public Works overseeing architectural and construction for over 500 county facilities.)*



*Your Success is our Success*  
*(CBDP = Important County Function)*

*Supervisor Theo Lipscomb - Vice Chair*  
*Economic and Community Development Committee*

# On Whose Shoulders Do We Stand?



*Vincent  
Toran  
a “Pioneer”  
among  
pioneers*

After completing a carpentry course in 1948, Vince was not allowed to participate in the State’s apprenticeship program, which was closed to blacks. Through grit, determination and strong advocacy, he refused to be denied and became the first African American apprentice in the State of Wisconsin.

In 1968, as a tradesman Specialist with the Milwaukee Labor Advancement Program (LEAP), he laid the foundation for the future of minorities and women entering trade apprenticeships. As Affirmative Action Consultant for the National Electrical Contractors of America, he was instrumental in the recruitment and placement of hundreds of minority and female apprentices. His advocacy created an opportunity to impact the trades on a larger scale as he became the founder and first Executive Director of BIG STEP which has proven to be another pioneering concept in trade preparation and workforce development. In 1991 Vince was inducted into the Wisconsin Apprenticeship Hall of Fame for his outstanding commitment to improving the skill trades.

Vincent Toran is a pioneer extraordinaire on whose shoulders we all stand. His legacy has been his dedication and sacrifice in helping others to improve the quality of their lives by showing them the way to reach their goals as skilled trades apprentices.

We salute Vincent Toran, another true pioneer on whose shoulders we stand.



*Carl Birks  
(Posthumous)  
a teacher,  
mentor and  
great friend*

Last year, the business community lost one of its pioneering Champions. Carl Birks earned two Bachelor’s Degrees in Chemistry and Chemical Engineering from Wayne State University and a Master’s Degree in Chemical and Environmental Engineering. (It is believed that he was the first African American to earn such an honor as a graduate of the Milwaukee School of Engineering.) In 1994, he retired from Milwaukee County as Director of Environmental Services but remained proactive in the business community as a consultant and business advisor to many. Next to his family, he loved teaching and mentoring the most. A United States Army Medical Corp Veteran, Carl was a sixth degree Black Belt and formed the Anvil Karate Club for youth teaching kids of all ages that “self-respect and having goals was just as important as self-defense.” He understood that the young people he mentored would face discrimination and tough challenges, so he always stressed that he wanted them to be ready to meet every challenge and make the most out of every opportunity in life, because, “we opened a lot of doors in my past and we want to make sure those doors don’t close behind us.” He was an active member of his church, St. Mark A.M.E., where he organized a highly acclaimed and successful six month mentoring and personal development program. Supported by his fraternity, Alpha Phi Alpha, he touched the lives of hundreds of young men and Women. He will be remembered for being the big “Oak Tree” who stretched out his arms to shelter and protect and provide knowledge to everyone he met. Carl Birks will be dearly missed, but his legacy lives on, because it is upon his shoulders we stand.



*Milwaukee County CBDP wishes to sincerely thank **Jamie Morice** and the late **Hank Schmidt** for their dedicated and outstanding service to Milwaukee County and the business development community. **Thank you, CBDP staff.***



Milwaukee County Office of  
Community Business Development Partners  
2711 W. Wells St., RM 830  
Milwaukee, WI 53208

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# 2011

**Contract Opportunities  
See Inside**

## Milwaukee County Community Business Development Partners

### STAFF

Freida F. Webb, Director  
Mildred Hyde-Demoze  
Donya Saffold  
Keith Garland  
Ruby Brooks  
Joyce Winfrey

*Editor - Roy B Evans, Esq.*

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