

# BUSINESS CONNECT

July 2020 | Volume II | Issue I

## ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE

### MONTH IN REVIEW

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At the close of July, many of South Florida's small businesses have re-opened in some capacity and are showing signs of impending optimism. Even while facing ongoing challenges related to the pandemic and sheltering intensified concerns relative to the economic and financial toll, most are making – or plan to make – adaptations regarding business operations to survive the test of time.

According to the [MetLife & U.S. Chamber of Commerce Small Business Coronavirus Impact Poll](#), one in five small businesses reported a temporary closure at some point since the start of the COVID-19 pandemic (23%), 43% have re-opened. "Businesses across the country are beginning to re-open but see a long road ahead," said Tom Sullivan, Vice President of Small Business Policy, U.S. Chamber of Commerce. Two-thirds (66%) are concerned about potential closure or staying closed if there is a second wave of the coronavirus.



A supportive environment for the small business community remains at the forefront of the Economic Development & Diversity Compliance Department's (EDDC) focus. This month, the team reached more than 1000 suppliers through weekly email campaigns identifying available funding sources, procurement opportunities, professional development training, entrepreneurial workshops, and business support services. EDDC also made multiple outreach calls to encourage certified suppliers to participate in pending opportunities.

Through remote vehicles, EDDC continued to deliver its core services to include small/minority/women business enterprise certifications, bids notifications, technical assistance, targeted outreach, and

# MEET THE SMALL BUSINESS ADVISORY COMMITTEE

The Small Business Advisory Committee (SBAC) is a volunteer group appointed by The Schools Board of Broward County, FL (SBBC), to serve as an advisory team for the Supplier Diversity Outreach Program (SDOP) managed by the Economic Development & Diversity Compliance Department. The committee is actively engaged and is primarily responsible for encouraging the inclusion of small, minority, and women-owned (SMWBE) businesses in the District's spend, monitoring the utilization of available SMWBE firms within the market area, evaluating the effectiveness of the SDOP, and providing recommendations for best practices and benchmarking for a successful small business program. The SBAC works diligently with the EDDC in its efforts to heighten the visibility of Broward County Public Schools as a pillar institution that values diversity and inclusion.

**SBAC meetings are hosted monthly. All meetings are open to the public.**

[View](#) upcoming meetings dates or [email EDDC](#) for more information.

## Elected Officers & Members



Chair | Carlton Crawl

Appointed by Board Member  
[Patricia Good, District 2](#)



Vice Chair | Dr. Reggie  
R. Lewis, Ed.D

Appointed by Board Member  
[Laurie Rich Levinson,  
District 6](#)



Immediate Past Chair |  
Dodie Keith-Lazowick,  
PLS

Appointed by Board Chair  
[Donna P. Korn, Countywide  
At-Large, Seat 8](#)





**Idelma Quintana**

Appointed by Board Member [Robin Bartleman, Countywide At-Large, Seat 9](#)



**Christopher Thomas**

Appointed by Board Member [Ann Murray, District 1](#)



**Hebertrny Perez**

Appointed by Board Member [Heather P. Brinkworth, District 3](#)



**Carolyn D. Jones, M.Ed, CMCS**

Appointed by Board Member [Lori Alhadeff, District 4](#)



**T. Earl Morley**

Appointed by Board Vice-Chair [Dr. Rosalind Osgood, Vice-Chair, District 5](#)



**Eric Muñoz, P.E, S.I, B.N, P.X, M.S.**

Appointed by Board Member [Nora Rupert, District 7](#)

## REPORTING PERIOD JUNE 2020

Data



Reporting



Analysis



Action



Value



39

RFP/RFQ/ITB  
EVALUATIONS

71

MWBE  
PARTICIPATION\*

17

MWBE  
PRIME BIDDERS\*

54

MWBE  
SUBCONTRACTORS\*

*\*MWBE firms may participate in multiple projects. The totals do not reflect unique MWBE primes and subcontractors.*

5

ACTIVE  
SOLICITATION  
CAMPAIGNS

11

TARGET  
OUTREACH  
CAMPAIGNS

96

1-ON-1  
TECHNICAL  
ASSISTANCE

5

PRE-BID  
MEETINGS

## 25 APPROVED ESMWBE New | Reciprocal | Renewed

A & A Fonte

Atlantic Charters

Biopass Medical Systems

Custom Cleaning and Management Services

Dammel Cleaning Enterprise

EGSC Engineering Consultants

E.R. Tech Systems Group

Florida Bolt & Nut Company

Florida Power Quality Solutions

Hatcher Construction & Development

Himmel Construction

Hi-Tech Concrete

Hi-Tech Import-Export Corporation

M.E.P. Engineering Inc.

Ohms Electrical Corporation

P.C. Network Solutions of the Palm Beaches

P.Y.D. Electric, Corp.

Rapid A.C.T.

R.S.D. Majestic Supply Company of South Florida

Shilei, L.L.C.

Skeete & Skeete Corporation

South Atlantic Electric

Structured Cabling Solutions

T.A.J, L.L.C.

Union Temporary Services

[Visit the Certified Supplier Directory](#)

**BIG NEWS!!!** LAUNCHING  
**SDOP MANAGEMENT SYSTEM**



Wednesday, August 5th | 10:00 - 11:00 AM

## RSVP - BCPS Vendor Training Webinar

The District is pleased to present the SDOP Management System (SMS) - Outreach and Compliance System. The SMS will allow vendors to view procurement opportunities and events easily, update contact information, search for Emerging, Small, Minority, and Women-owned (E/S/M/WBE) certified firms and report contract payment information. The system is accessible to all firms that are doing business with the District. RSVP for the webinar to learn how this benefits the vendor and the key features. Space is limited. Contact EDDC for more information at (754) 321-0505, ext 5 or [eddcbiteam@browardschools.com](mailto:eddcbiteam@browardschools.com).

## PROCUREMENT OPPORTUNITIES

VIEW BCPS BIDS

Complete bid packages on [DemandStar](#).

***NOT Registered? Signup to receive automatic bid notifications from:  
The School Board of Broward County, FL – Procurement & Warehousing Services***



# ESMWBE CERTIFICATION

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APPLY HERE - New ESMWBE Application

RENEW Your ESMWBE Certification



**LINKS | WEBINARS | EVENTS**

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[\*\*A Beginner's Guide to Applying Content Marketing to your Business\*\*](#). Don't have the time or the resources to create tons of truly authentic digital content? HubSpot is giving free access to its Content Marketing Workbook.

[\*\*The Best Marketing Techniques for 2020\*\*](#) is a list of innovative branding ideas for your business.

[\*\*GoFundMe has established a Small Business Relief Initiative\*\*](#) to provide grants to help small businesses that have been affected by the COVID-19 pandemic.

[\*\*Goldman Sachs 10,000 Small Businesses\*\*](#) is a practical business education program that gives entrepreneurs valuable skills for growing their businesses, the opportunity to access financial capital, powerful networking opportunities, and more, at absolutely no cost to participants.

[\*\*Office Depot Office Max Small Biz Club\*\*](#) is the premier destination for small business owners and entrepreneurs, providing access to all the resources and tools you need to "make it" today and "thrive" tomorrow.

Social. Media. Like it or not, it's here to stay. Here are [\*\*8 Social Media Hacks for Small Businesses\*\*](#).

[\*\*The Florida Virtual Entrepreneur Center\*\*](#) is an online directory of resource agencies that serve entrepreneurs like you, organized for each stage of your business.



### How to Build a Brand for Your New Business

Wed, Aug 5, 2020, 3:00 PM EDT [Learn More](#)



### A Guide to Developing Your Social Media Positioning

Tue, Aug 11, 2020, 12:00 PM EDT [Learn More](#)



### How to Adapt Your Brick and Mortar Business to Thrive and Make Money

Thu, Aug 13, 2020, 12:00 PM EDT [Learn More](#)



### How to Make Low Cost PR & Promotion Work for You

Wed, Aug 19, 2020, 3:00 PM EDT [Learn More](#)



### Keeping Your Network Strong: How Women Business Owners Can Adjust to the New Normal

Thu, Aug 27, 2020, 12:00 PM EDT [Learn More](#)



### How to Find Ruthless Consistency: Refocus, Realign and Recommit Yourself for Results

Thu, Sep 3, 2020, 12:00 PM EDT [Learn More](#)



REGISTER TODAY! | Every Wednesday in August | Virtual

Register for the Hispanic Unity of Florida's 2020 Entrepreneur Summit to connect with subject matter experts, network with like-minded professionals, and get inspired. In response to the global COVID-19 pandemic, this year's conference is virtual. Coffee talks, workshops, and interviews will be broadcasted online; small business resources will be shared via a virtual exhibit hall, and recordings will be available for viewing later.

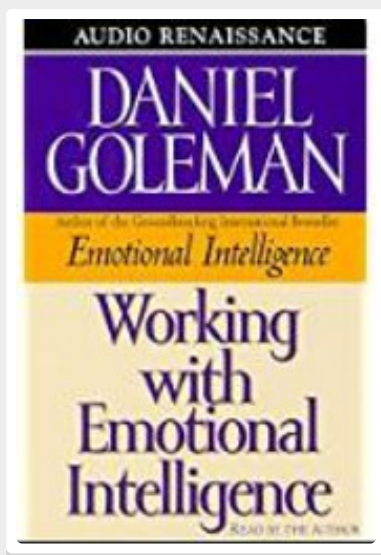
## PERSONAL/PROFESSIONAL DEVELOPMENT

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GOOD READS





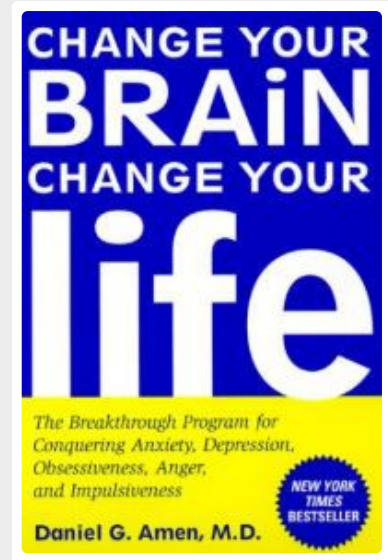
Working with Emotional Intelligence by Daniel Goleman

*The single most important factor in job performance and advancement is emotional intelligence.*



Seven Practices of a Mindful Leader by Marc Lesser

*A mindful leader makes the work environment a generative social field- Lessons from Google and a Zen Monastery Kitchen*



Change Your Brain, Change Your Life by Daniel G. Amen

*The Breakthrough Program for Conquering Anxiety, Depression, Obsessiveness, Anger, and Impulsiveness.*



## PRACTICE MINDFULNESS

Learn why some of the world's most successful companies use the 7 Practices of Mindful Leadership to create great corporate cultures & a better world.



*EDDC is unwavering in its commitment to advancing the cause for Small/Minority/Women Business Enterprise suppliers as a critical component in the BCPS supply chain and South Florida's economic infrastructure.*

support  
LOCAL  
business

SUPPORT  
Small

SUPPORT  
THE  
MAKERS

# The School Board of Broward County, FL

Donna P. Korn, *Chair*

Dr. Rosalind Osgood, *Vice Chair*

Lori Alhadeff

Robin Bartleman

Heather P. Brinkworth

Patricia Good

Laurie Rich Levinson

Ann Murray

Nora Rupert

Robert W. Runcie

Superintendent of Schools

## STAY INFORMED

### WEBSITE

<https://www.browardschools.com/sdop>

### EMAILS

#### Contract Compliance

[sdopcompliance@browardschools.com](mailto:sdopcompliance@browardschools.com)

#### Certification/Vendor Management

[sdopcertification@browardschools.com](mailto:sdopcertification@browardschools.com)

#### Outreach/Marketing

[sdopoutreach@browardschools.com](mailto:sdopoutreach@browardschools.com)

### FOLLOW US

Twitter: [@bcpseddc](https://twitter.com/bcpseddc)

LinkedIn: [BCPS EDDC](https://www.linkedin.com/company/bcps-eddc)





The School Board of Broward County, Florida, prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender identity, gender expression, genetic information, marital status, national origin, race, religion, sex or sexual orientation. The School Board also provides equal access to the Boy Scouts and other designated youth groups. Individuals who wish to file a discrimination and/or harassment complaint may call the Director, Equal Educational Opportunities/ADA Compliance Department & District's Equity Coordinator/Title IX at 754-321-2150 or Teletype Machine (TTY) 754-321-2158.

Individuals with disabilities requesting accommodations under the Americans with Disabilities Act Amendments Act of 2008, (ADAAA) may call Equal Educational Opportunities/ADA Compliance Department at 754-321-2150 or Teletype Machine (TTY) 754-321-2158.

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