



## MWBE Coalition News Update August 2011

The MWBE Coalition continues its effort to advocate for greater economic parity and opportunity for MWBEs in New York State. There has been a lot of legislative activity over these past few months that will influence access to State capital for minority and women business owners.

### Legislative Activity

We are proud to announce that your efforts made a huge difference in the legislative course of events concerning economic development initiatives for minority and women-owned businesses, once again. Together, in the last three weeks of the 2011 legislative session we achieved the passage of legislation in both the Assembly and Senate concerning MWBE certification; and most important, the blockage of policy aimed at repealing portions of the 2010 MWBE Financial Strategy Law.

Thank you to the advocates who travelled to Albany to meet with the Governor's Counsel, Chief Diversity Officer and Deputy Secretary to champion our position in support of A8356 (Scarborough)/S5743 (Hassell-Thompson). Additionally, we would like to extend a note of gratitude to all the advocates who placed called, emailed or faxed in letters to members of the Legislature to advocate for our collective interest in opposing A.7991 (Abbate).

- **A8356 (Scarborough)/S5743 (Hassell-Thompson)**

The Legislature has agreed to an 18 month extension of certification for individual business owners that exceed the \$3.5 million personal net worth threshold and are already certified through the State's program. The legislation is pending before the Governor for signature. In the meantime the Legislature has promised to undertake an analysis to determine the best policy measures to address the issue of a personal net worth cap.

While this is a great step to ensure that many MWBE owners and contractors will not lose their certification, we still must secure adequate measure to address the potential limitations of the personal net worth cap. To do this successfully we ask that all MWBE Coalition stakeholders complete the following actions:

1) Call Governor Andrew Cuomo and urge him to sign Assembly Bill 8356 and Senate Bill 5743 into law. The governor's telephone number: 518-474-8390.

2) Write and/or call your Assembly member and State Senator to voice your concern to address a permanent fix to effectively resolve the personal net worth threshold and MWBE certification. Click here to identify your Assembly Member or State Senator if you do not already know their contact information:

Assembly - <http://assembly.state.ny.us/mem/>  
Senate - <http://www.nysenate.gov/senators>

- **A.7991 (Abbate)**

The MWBE Coalition, NYS Black, Puerto Rican/Hispanic & Asian Caucus and MWBE interested stakeholders banded together to protect laws in favor of Minority and Women Business Enterprises. The legislation, if allowed to pass, would have thwarted efforts to create economic parity for MWBEs involved in financial services. A.7991 would partially repeal the NYS Emerging Investment Manager and MWBE Financial Institution Strategy by removing the NYS Deferred Compensation Retirement Plan (“Plan”) from the list of entities that are required to participate in New York State MWBE Asset Management and Financial Institution Strategy set forth by Chapter 171 of the Laws of 2010.

### Update on Governor Cuomo’s MWBE TEAM

The Governor Cuomo established the MWBE Team by Executive Order 8 on February 17, to address barriers to minority and women business’ participation in State contracting. The MWBE Team has been divided into six working group subcommittees. Below is a list of those groups and their respective chairs.

SubCommittee Focus	Chair
<b>Agency/Authority Leadership Commitment</b> Drive commitment of government agency and authority leaders	Senator Ruth Hassell-Thompson
<b>Information Technology &amp; Development</b> Create one-stop information system with external & internal capabilities	Paul Williams, Ex. Dir. DASNY
<b>Monitoring &amp; Compliance</b> Assess contract performance and compliance with goals	Senator Adriano Espaillat
<b>Contracting Procurement &amp; Certification</b> Create transparency and increase efficiency of these processes	Assemblyman Keith L.T. Wright
<b>Support Services Program</b> Coordinate workshops and provide trainings, including a state-wide calendar	Assemblyman Peter Rivera
<b>Business Development &amp; Support</b> Programs and government initiatives to build stronger businesses	Assemblywoman Crystal People-Stokes

## New Leadership

- **Dean Bennett** is the new Executive Director, Empire State Development, Division of Minority and Women Business Development. He comes with a wealth of experience. His past portfolio includes Deputy Director of the Office of Minority Affairs; Director of Equal Employment Opportunity and Liaison Officer for Disadvantage Business Enterprise in Nassau County, Long Island. Dean was also an active supporter of the MWBE Coalition and our efforts to increase diversity in senior management positions in state government and in our overall strategy to promote MWBE access to capital opportunities.

The MWBE Coalition looks support Dean as the State moves to fully and expeditiously implement the regulatory changes of 2010 Diversification Act impacting New York State agencies and vendors.

- **Assemblyman William Scarborough** (AD - 29, Queens) was recently appointed by Assembly Speaker Sheldon Sliver to serve as Chairman of the Small Business Committee. He has been a long-standing champion of MWBE initiatives. He is besides being the prime sponsor of the personal net worth legislation (A.8356) and is also the sponsor of A.8030, which will if enacted, would create a directory of technical and financial assistance programs for small businesses and minority and women owned business enterprises.
- **Assemblyman Karim Camara** (AD - 43, Brooklyn) was elected Chairman of the New York State Black, Puerto Rican/Hispanic and Asian Caucus. The Caucus' mission to ensure that people of such races in this State of New York continue to receive a fair share of the state resources.
- **Assemblywoman Annette Robinson** (AD - 56, Brooklyn) was appointed Chairwoman of the Assembly Bank Committee at the end of the legislative session by Speaker Sheldon Silver appointed. Assemblywoman Robinson also serves a Chairwoman for the Council of Black Elected Democrats (COBED).

## Economic Development Regional Councils

Governor Cuomo and Lt. Governor Duffy announced the ten Regional Councils designed to bring together regional stakeholders to serve as a coordinated point of contact to stimulate regional economic development and create jobs statewide.

Under the plan, each region will compete for funding from a total pot of up to one billion dollars in economic aid. Under the new process, the ten Regional Councils will be able to apply for state funding to support projects they determine to be part of their regional strategy using a new Consolidated Funding Application (CFA), making the plans eligible for grant money and tax credits from dozens of existing programs.

The Regional Councils are post below, please click on a region to read the Executive's official announcement:

[Western NY](#) | [Finger Lakes](#) | [Central NY](#) | [Southern Tier](#) | [Long Island](#)[Mid-Hudson](#) | [Capital Region](#) | [North Country](#) | [Mohawk Valley](#) | [New York City](#)

If, you submitted a resume through the MWBE Coalition and appointed to serve on a Regional Council, please let us know.

## For Your Consideration

### • Inner City Capital Connections: INCREASING ACCESS TO CAPITAL Program.

Inner City Capital Connections:  
INCREASING ACCESS TO CAPITAL  
<http://www.icic.org/>

Established in 2005, Inner City Capital Connections (ICCC) is a free program, sponsored by the Initiative for a Competitive Inner City and Bank of America, that is designed to stimulate the flow of capital to inner city businesses. ICCC is the country's only program that educates investment-ready inner city companies about equity and other sources of capital and matches them with investors to grow their businesses and create jobs.

#### PROGRAM BENEFITS

- \*Discover a full range of financial options ranging from private equity and venture capital to debt and mezzanine financing
- \*Learn how to optimize business plans and growth strategies to attract potential investors
- \*Build networks and strengthen relationships with investors
- \*Obtain company-specific feedback from seasoned investors about growth plans, business models and investment pitches

#### ICCC FACTS

- \*Growing participation: Nearly 200 inner city companies and 150 equity providers have participated in the program since 2005
- \*\$335 million in capital: ICCC companies have raised approximately \$138 million in equity financing and \$197 million in debt
- \*Connecting with investors: Over 85 percent of participants met at least one potential investor at ICCC

Increased visibility: Many ICCC participants have been featured in national and local publications, including Wall Street Journal, Reuters, Inc. Magazine, Portfolio, PE Hub, MSN Money and Small Business Television

*ICCC made a big difference in our confidence level in going out and approaching investors. It set a level of expectations for the amount of detail investors would be asking for and how deeply they would investigate our business.*

SUSAN LEGER FERRARO, CEO, LITTLE SPROUTS

*I had taken some money and banking courses in college; however, ICCC's introduction to private equity was much more sophisticated and relevant for our business.*

TODD PARENT, CEO, EXTREME PIZZA

*ICCC helped us think about the big picture and made us think about how to grow our business to be a \$1 billion business instead of just a \$50-100 million company.*

STEVEN ROTHSCHILD, CEO, [BULBS.COM](http://BULBS.COM)

#### ELIGIBILITY REQUIREMENTS

\*Companies headquartered in or having 51 percent or more of their physical operation in an economically distressed urban area of the U.S. or have 40% of your employees located in an economically distressed urban area of the U.S.

\*For-profit corporations, partnerships or proprietorships that have revenues of more than \$2 million

- **DASNY MWBE Forum: 26th Annual Conference for Minority & Women-owned Business Enterprises**

DASNY's MWBE Forum on Thursday and Friday, October 13 and 14, 2011 in Albany, New York at the Empire State Plaza Convention Center and The Egg.

DASNY's MWBE Forum is the largest statewide business opportunities event for MWBEs. The program attracts over 1000 MWBE firms drawn from construction, architecture and engineering, financial and professional services and commodity suppliers from across New York State. Over 20 other State and City public agencies and authorities also participate and share information about their programs and new business opportunities.

Governor Andrew Cuomo's new mandate to increase MWBE participation in New York State from 10% to 20% provides new opportunities for MWBEs. Register today and get ready for 20%!

Please visit the DASNY website: <http://dasnymwbeforum.org/>

#### **MWBE Coalition Support**

Please consider making a donation today of: \$1,000, \$500, \$250 or \$100. Any amount will make a big difference in our ability to maintain a professional staff who can work to plan and execute a legislative strategy to protect the 2010 MWBE Laws in concurrent sessions, communicate our progress and continue to lead the outreach and coordination that is so vital to the planning of this organization's next steps.

Every donation counts! Please visit <http://www.mwbeunited.org/donate.html> to make a contribution and please encourage your partners and colleagues to do the same. Thank you for your continued support and dedication! Please consider donating to the MWBE Coalition today.

All the Best,

*Jackie*

Jacqueline S.L. Williams  
Coordinator