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Dear Friends,

Through collaboration between this government and the business community, we were able to considerably improve the permitting process through the creation of the Department of Permitting, Inspections and Enforcement. In addition, by working closely with the County Council, we created the \$50 million Economic Development Incentive Fund to expand our commercial tax base by growing local businesses. These initiatives are moving us closer and closer toward our economic potential. By focusing on public safety, economic development, education and strengthening our human capital, we are changing perceptions about Prince George's County and sparking interest from investors who are looking at this County in a new and different way.

Prince George's County has become a player in the state as well as in the region. In fact, a Washington Post editorial called us "A County on the Move." We will not rest on our recent accomplishments and we will seize this opportunity and build upon the progress we have made thus far. I am confident that we will continue to change our trajectory and make Prince George's County a strong economic engine in the State of Maryland.

I believe through partnerships and collaborations, we have built a strong foundation during the past four years of my Administration. Our collective efforts have positioned us to take Prince George's County to the next level. With an unprecedented number of development projects on tap, it is clear that our economic competitiveness in the state, around the region and in the global marketplace is taking shape. To get to the next level, it is imperative that our neighborhoods, schools, businesses, non-profit and faith communities play a role in our growth. Everyone must be a partner in making Prince George's County the Place to Be!

Collaboration and partnerships have been key ingredients in how my administration has approached enhancing government operations and growing Prince George's County and transforming the quality of life for our residents. From economic development to healthcare, we have intentionally brought together key stakeholders to address issues and resolve problems. We have accomplished a great deal and we are proud of our progress and the results we have achieved together.



RUSHERN L. BAKER, III COUNTY EXECUTIVE

Welcome back to the Supplier Development & Diversity Division's (SDDD) Fall 2014 Edition of THE PULSE Magazine. This quarterly publication brings you the latest on SDDD's advances, upcoming outreach events and procurement opportunities. The launch of THE PULSE and the expanded outreach initiatives, help to exemplify our commitment to keeping Local, Small and Minority (LSMBE) businesses informed and connected.



SHARON MOORE JACKSON
ACTING EXECUTIVE DIRECTOR

Director's Message

Our magazine is steadily growing and this issue is focused on the partnerships, collaborations, opportunities and updates on major projects that are happening in Prince George's County and around the region. Because of the relationships and strategic partnerships with organizations cultivated by SDDD, we are truly making a difference in the Prince George's County business communities. This is extremely important because any one organization cannot do it alone.

We are committed to creating and maintaining a world class County-Based, Small, Disadvantaged and Minority Business Enterprise Programs and providing County-Based and certified businesses, ready to successfully compete and win, equal access to procurement opportunities and resources. In order to fulfill that commitment and ensure growth with Prince George's County LSMBE's, SDDD provides procurement assistance, business development, certification, education, training, compliance and advocacy at no charge.

An organization is not viable unless it can show impact. Today, SDDD continues to advance in certification methods to help you, the Prince George's County business owner, grow economically and eventually expand your business throughout the County. The development of LSMBE's increases revenue in the County, increases jobs available for County residents and enhances the County's business community and competitiveness by fostering supplier diversity. SDDD's mission is to make sure that you have your finger on "THE PULSE" of your growing, local business at all times and we invite you to experience, expand and explore the many opportunities in Prince George's County.

We recognize the impact diverse businesses make through job creation, increased taxes, economic development and the value it brings to the supply chain. SDDD serves as your direct connection to resources and opportunities in Prince George's County and the region and your success is our success. We strongly encourage you to stay connected through social media, the website, vendor meetings, and outreach events or by appointment. We are here to serve you.



Prince
George's
County-based
& MBE
Certification
Application
Training

Join the SDDD Team for monthly technical assistance workshops designed to help demystify the certification process from **start to finish**.

The workshops take place on the second Tuesday of every month at 10 a.m. Please check the SDDD Outreach calendar for locations.

http://diversity.mypgc.us

Supplier Development & Diversity Division

EXCEEDS FY2014 Goal with 201 Certified County Businesses



The Prince George's County Supplier Development & Diversity Division (SDDD) in the Office of Central Services certified 201 County-Based businesses, exceeding its goal of 200 for FY 2014.

Under the Jobs First Act (CB-17-2011), beginning July 1, 2013, SDDD began using the new bidding preferences and participation requirements for certified local, small, minority, disadvantaged, veteran and service disabled veteran-owned businesses. To date, over 201 companies are now eligible to do business with the County as Prince George's County-Based businesses.

"With the large amount of opportunities happening in Prince George's County, it is important that eligible businesses seek County-Based and MBE certification now," said Sharon Moore Jackson, Acting Executive Director of the Prince George's County Supplier Development & Diversity Division. "We have streamlined our process so that businesses that are ready and capable of doing business with Prince George's County can leverage their certification for real opportunities."

With the goal of ensuring that 50 percent of Prince Georges County procurement of goods and services targeted to County-Based Businesses, it becomes imperative that businesses located within the county are certified as County-Based. In order to maximize the opportunities for County-Based businesses, the Jobs First Act gives 15 preference points to County-Based Small Businesses, 15 preference points to County-Based MBEs, and 10 preference points to County-Based Businesses. In addition, the law provides 10 preference points for a certified non-profit entity and 5 preference points for an out-of-county MBE.

The Supplier Development & Diversity Division holds FREE monthly trainings on the County-Based and MBE certification process the second Tuesday of every month. The County-Based Certification process can take up to 90 days upon receipt of the application. For more information on the Jobs First Act or how to become certified, please visit:

http://diversity.mypgc.us.

SDDD Welcomes 212 Businesses Located in Prince George's County as Certified County-Based Businesses with Prince George's County

21st Century Expo Group

A & A Certified, Inc.

AB Consultants

ABSS Solutions, Inc.

Acclaim USA, Inc.

Accounting & Tax Solutions

ADEB, Inc.

Adept Professional Staffing, Inc.

Advanced Engineering Design, Inc.

AGA Group, LLC

AiNET Corporation

AJ Construction & Development, LLC

All Things Creative, LLC

Allied General Contracting Services, LLC

ALM Group, Inc.

Alpine Snow Removal and Landscape, LLC

American Combustion Industries, Inc.

Ana, Inc. dba Ana Towing

Angarai International

Apex Petroleum Corporation

Apparatus Solutions

Applications Alternatives, Inc.

Applied Quality Communications, Inc.

Arel Architects, Inc.

Aries Enterprises, LLC

Array Information Technology

Assedo Consulting, LLC

Avant-Garde Engineering Technology, LLC

B J Mosely LLC

Be-Clean Cleaning Services, Inc.

Best Building Services, Inc.

Big E Trucking, LLC

Blackout Investigations & Security Services,

Inc.

Blueline Security Services Bolana Enterprises, Inc.

BOTA Consulting Engineers, Inc.

Braxton Educational Services & Training,

LLC

Brewington Management Co., LLC BroCAR Service & Repair LLC Bulldog Distribution, LLC Cabling Systems, Inc.

Capital City Limousine, Inc. Capital Transmission, Inc. Capitol Air Care Corporation Capitol City Associates, Inc.

Capitol Development Design, Inc.

Carter Enterprise Solutions, LLC

CDL, Inc.

Celsue Construction Services, Inc. Clinical Pharmacy Associates, Inc.

Clyde McHenry CMT Services, Inc.

CN Accounting & Management Services

Congressional Trucking, LLC Consolidated Engineering, LLC

Coordinated Piping Systems Services, LLC

Corenic Construction Group

Cosmos Air Purification & Environmental

Systems, Inc.

Councell Computer Products, Inc.

Covington Enterprises, LLC Crane Service Company, Inc.

Creative Options & Employment, LLC

CSI Engineering

CTI Global Solutions, Inc.

Cut Street, LLC

D. Geneva Photography, LLC

D. P. Moore Property Management & Devel-

opment

Data Solutions & Technology, Inc.

Delcoline, Inc.

Denang's Trucking

Dickey & Associates

Digital Copier Associates, Corp.

District Healthcare & Janitorial Supply, Inc.

E & R Services, Inc. E/Loc Construction, Inc.

Eastcomm Ltd. EDGE Energy

Encore Sustainable Design, LLC

Encyde Corporation

Enspex Corp. Ernest Maier

Estime Enterprises, Inc.
Express Print & Promotions
F & L Construction, Inc.
Faithful Enterprises, LLC

First HealthCare Networks, LLC

G Tech Contracting, LLC G-11 Enterprises, Inc. Gilford Corporation Glass Distributors, Inc. Global Builders, LLC Goode Companies, Inc.

Government Services Integrated Process

Team, LLC

Grady Environmental Services, Inc.

Gray Enterprises Plus, Inc. Grimm & Parker Architecture, Inc.

Gryphon Consulting, LLC

GS Consulting & Communicating, Inc.

G-Tech Consulting Services, Inc. Haines & Lagerquis, CPAs, LLC

HBH Solutions, LLC

Herman/Steward Construction

Homeland Security & Management Solu-

tions, Inc.

Horton & Barber Construction Services.

LLC

Hot & Cold Corporation Housen Homecare, Inc.

HRS Environmental Solutions, LLC Hughes Barney Investigations, LLC

In Style Caterers

Insurance Solutions Associates, Inc.

Intel Business Solutions (IBS) Isaac Engineering, LLC

J. D. Clark Professional Service, LLC

L & R Enterprises, Inc.

L. E. Blue & Associates, Inc.

Landesign, Inc. Laser Printers Plus

Lawmen Supply Company

Lempugh, Inc.

Lendana Construction Company

Linklt, LLC

Liquid Web Designs, LLC

LK Enterprises General Construction, Inc.

Lord & Mitchell, Inc. M & C Landscapes

Macray Services and Solutions, LLC

Mansai Corporation

Matrix Systems & Technologies, Inc. McMillon Communications, Inc.

MDP Contracting, Inc.

MedTech Enginuity Corporation

MelTech Corp., Inc.

Melwood Horticultural Training Center

Metropolitan Archives, LLC

Millennium Electrical Services, LLC

MK Catering

MOA Enterprises, Inc. Mona Electric Group, Inc. Monument Enterprises, LLC

Moving In Style, LLC M-R/ Innoveers, LLC

Municipal Emergency Services, Inc.

Murray & Heister, Inc. myeCAB, LLC NARDI Construction Navteca, LLC

Networking Unlimited, LLC

NI Technology

Parreco.com LLC

NIBA Management Group, LLC

Now Technologies, Inc. NZI Construction Corporation PACE Consulting, LLC

Potomac Generator Service & Repair, Inc.

Potomac Rubber Company, Inc. Premier Group Services, Inc. Primary Enterprises, LLC Printing Express & Designs LLC
Progress Environmental, LLC

Quality Support, Inc.

R. L. Waller & Associates

R. Stoddard, LLC

R. W. Frye Trucking, LLC

Raymond R. Cahow, Inc. t/a Asphalt General

Rehab Plus Staffing Group

RGF Consulting Corp. DBA RGFCC

& Environkleen

Rich Moe Enterprises, LLC

Royal Finish Building Service, LLC

Royale Construction, Inc.

RSC Electrical & Mechanical Contractors

Sag Harbor Capital, LLC

Salone, LLC

SanDow Construction, Inc.

Seal Pros, Inc.

SEMCAS Consulting Associates, LLC

Shipley & Horne, PA

Soltesz, Inc.

Center, LLC

Sutter Design, Inc.

Strativia

Spectrum Services, Inc.

Standard Office Supply

Stewart's Catering Services, Inc. Strategic Solutions

Tech 1 Fleet Maintenance, Inc.

Telesis Carpet & Flooring, LLC

The Chappelle Group

The ELOCEN Group

The Low Impact Development Center

The Net.America Corporation

The Ravens Group

The Safety Man, LLC

Timothy Handy & Associates, Inc.

TJ Holt Electrical Services

TMI Solutions, Inc.

Tri-State Realty, LLC

TriTech Enterprise Systems, Inc.

TSI Corporations

Ubiquity Marketing & Management Consulting, Inc.

Unatek, Inc.

Uneeda Disposal Service, Inc.

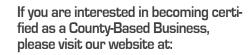
V. F. Holding, Inc.

W.E. Bowers & Associates, Inc.

Warren Brothers

Wills Trucking & Excavating, Inc.

Wimsco, LLC



http://diversity.mypgc.us.

Acting Executive Director Named Women Business Owners of Prince George's County Advisory Board Member

Sharon Moore Jackson, Acting Executive Director for the Supplier Development & Diversity Division has been appointed a member of the advisory board of the Women Business Owners of Prince George's County (WBO-PGC) for the 2014-2015 fiscal year.

The Women Business Owners of Prince George's County exists to educate, support and empower women entrepreneurs whose business serves Prince George's County, Maryland.

Since its inception in 1986, WBO has successfully supported business owners by providing the necessary tools for members to establish and cultivate their businesses into flourishing community entities. WBO membership provides multiple opportunities to exchange

ideas, information and inspiration three tools necessary for entrepreneurial success. For more information on WBO-PGC,

please visit www.wbo-pgc.org.

50 Million Reasons for Your Business to Call Prince George's County Home.



Prince George's County Executive Rushern L. Baker, III, and members of his Administration join with members of the County Council and Tom and Toby Bozzuto to cut the ribbon opening the new state-of-the-art The Buzzuto Group offices in Greenbelt.



Since it's inception, the EDI Fund has provided \$15 Million in low interest loans to businesses who want to expand their business in Prince George's County. That group now includes the award winning real estate and construction firm, The Bozzuto Group.

To learn more about the \$50 Million EDI Fund and how to apply, visit **www.pgcedc.com/edifund** or call **301-583-4601**.



Rushern L. Baker, III

EXPAND with the EDI Fund.



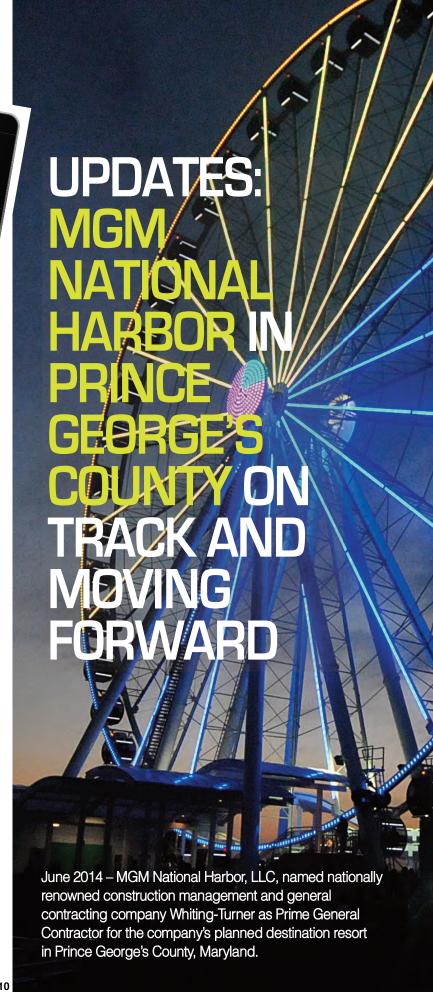
Goes to Television

As an extension to THE PULSE Magazine, SDDD is launching a new Television Show called, 'THE PULSE.' The new television program will be the one show in Prince George's County that helps you keep your finger on THE PULSE of the latest business opportunities in the County and the region. What you see in the magazine, you will now have access to once a month—a fresh look at the latest business news, economic, technology and industry trends, company profiles, government policy and much more.

The show will tape and air once a month on Prince George's County's Community Television public access channel, CTV.

CTV offers award-winning programming from the county's government and its citizens, and the staff-produced CTV News. CTV cable channels are Comcast channels 70 and 76 and Verizon FiOS channels 41 and 42.

website: www.pgctv.org



As the General Contractor, the Whiting-Turner team will direct, supervise and coordinate construction of the approximately \$1 billion project and ensure that the work complies with the revisions of the contract, associated plans and specifications.

July 2014 - Prince George's County Council, sitting as District Council, approved in an 8-1 vote the site plan for the MGM National Harbor to be built in Prince George's County.

June 2014 – After months of negotiations, Prince George's County Executive Rushern L. Baker, III and MGM Resorts International signed a historic Community Benefits Agreement (CBA) that includes an ambitious commitment to hire county residents and ensure contracting opportunities for local businesses at the world class gaming facility and resort at National Harbor.

HIGHLIGHTS OF THE CBA

- Millions in Construction and Procurement Contracts for Prince George's County Businesses and MBEs
- Jobs for County residents, 50% of all new jobs at resort and \$80 million in annual wages
- Rigorous compliance structure to ensure goals are met or exceeded

Industry-first Local Investment Program includes sustained charitable donations and educational opportunities for students and employees.

During construction, the negotiated document sets a Minority Business Enterprise (MBEs) contracting goal of 30 percent and a 20 percent goal that construction-related employment go to Prince George's County residents.

Once the destination resort is in operation the agreement calls for 20 percent of all operational procurement to be spent with Prince George's County businesses and MBEs. It also establishes a County resident hiring goal of 40 percent at opening and builds to 50 percent over the first five years of operation.

The terms of the agreement establish a target of 40 percent of employees being county residents and veterans in years one and two, 45 percent in years three and four, and 50 percent in year five of operation as well as an aspirational goal of hiring county residents for 50 percent of all jobs at the facility by day one. The agreement also has a goal of hiring county residents for 20 percent of all construction jobs, with an aspirational goal of 30 percent. While the facility is in operation, MGM has committed to a best efforts goal of 20 percent--with an aspirational goal of 30 percent--of contracts being awarded to County-Based Minority Businesses (CMBE). During construction, MGM has agreed to use its best efforts to award 30 percent of contracts to Minority Business Enterprises (MBE), 12 percent to CMBEs, and 16 percent to local businesses (LBE), with aspirational goals of 35 percent, 15 percent, and 20 percent, respectively. The agreement spells out specific standards against which MGM's 'best efforts' to achieve these goals are judged and includes a process to ensure compliance.

In addition, the CBA opens up opportunities for County residents to invest in the project and institutes robust mechanisms for measuring and ensuring compliance with the agreement. The agreement is the result of months of negotiations between the County and MGM and goes above and beyond the local benefits and revenues already required by the state law authorizing gaming.

"After months of negotiating, I am proud to say that we have reached a deal with MGM that ensures this facility will have a transformative impact on our residents, businesses and communities," said Baker. "The goals for local hiring and contracting in this agreement are both ambitious and fair. I want to thank MGM for their dedication to this County and am hopeful that the County Council will support this landmark agreement."

"Prince George's County has never had an entity make a commitment of this scale in terms of bringing high quality and diverse jobs and

contracting opportunities to our residents and businesses," said Roland L. Jones, Director of the Office of Central Services, which is the primary County agency responsible for increasing job opportunities for residents and growing the capacity of local and minority businesses. "We believe that MGM has set reasonable but aggressive targets for employment and contracting, which — combined with their job training and business development programs — will be a game-changer for our County."

Prince George's County's Newest Deputy Chief For **Economic Development And Public Infrastructure**



came to the Baker administration with a wealth of economic development and government leadership experience. Along with MGM National Harbor, his priorities in his new position are focused on Transit Oriented Development (TOD) around several priority Metro stations: Branch Avenue, College Park, Greenbelt, Largo, New Carrolton, and Suitland.

Hoskins comes to the County upon the one year anniversary of the Department of Permits, Inspections and Enforcement, an agency designed to streamline the permitting process and set the stage for the County's growth.

"With all of the projects happening here,

I am ready for the task at hand of helping

Prince George's County become the

Appointed by Prince George's County expand our commercial tax base and Executive Rushern L. Baker, III, Victor L. attract more jobs and investments in Prince Hoskins became Prince George's County's George's County. I have said numerous Deputy Chief Administrative Officer times that our goal is to become the eco-(DCAO) for Economic Development and nomic engine of the Washington Metro Public Infrastructure with a clear vision in region and the State of Maryland. I am mind...to make Prince George's County confident that Victor Hoskins will help us the economic engine in the state and build on the foundation we laid over the past few years," said Baker.

economic engine for this region. With DPIE, we already have a head start," said Hoskins. "The best way to help businesses be successful with moving projects forward is a streamlined permitting process. This makes it easier for businesses to do business because time is

money."

"Victor Hoskins' experience and expertise in economic development will help us to

the region.

Hoskins, who previously served as the District of Columbia's Deputy Mayor for



As Deputy Chief Administrative Officer for Public Infrastructure and Economic Development, Hoskins, along with Assistant Deputy Chief Administrative Officers for Economic Development and Public Infrastructure, David Iannucci and Bradley Frome, will oversee the Department of Public Works and Transportation (DPW&T), Department of Permitting, Inspections, and Enforcement (DPIE), and the newly renamed Department of Environment (DoE).

Hoskins is responsible for achieving
County Executive's Baker's economic
development vision by leading the
County's external efforts and outreach
through working with the Prince
George's County Economic Development Corporation (EDC), the Prince
George's County Conference and
Visitors Bureau (CVB), the Prince
George's Financial Services Corporation
(FSC First), as well as administering the
\$50 million Prince George's County
Economic Development Incentive
(EDI) Fund.







Prince George's County Signs Memorandums of Understanding

MOUs Mark One-Year Anniversary of Department of Permits, Inspections and Enforcement

with Park and Planning and Washington Suburban Sanitary Commission



In August, Prince George's County signed Memorandums of Understanding (MOU) with the Washington Suburban Sanitary Commission (WSSC) and the Maryland-National Capital Park and Planning Commission (M-NCPPC). The MOUs further solidify and expand the working relationship between the County and the two agencies through the implementation of the Department of Permitting, Inspections and Enforcement (DPIE).

Marking DPIE's one-year anniversary, the MOUs were signed during a signing ceremony by Prince George's County Executive Rushern L. Baker, III, Jerry Johnson, General Manager of WSSC, and Betty Hewlett, Chair of the M-NCPPC Prince George's County Planning Board.

The Department of Permitting, Inspections and Enforcement (DPIE) celebrated its one-year anniversary on July 1, 2014. Over the past year, DPIE has been the catalyst in making meaningful changes in the way permitting, business licensing, inspections, property maintenance and enforcement are conducted in Prince George's County.

DPIE provides one-stop, high-quality, customer-friendly access for permit applicants, licensees and property owners in one location. The permitting, inspection and licensing processes have been simplified over the past year, and as a result, have become more timely and predictable for all stakeholders; and the agencies involved in these processes have been co-located in one location (9400 Peppercorn Place, Largo, Maryland). Additionally, a more fully integrated, technology enabled and streamlined flow to more efficiently and effectively conduct and perform project permitting, construction inspections, code enforcement and business licensing functions has been deployed and is in the process of being further upgraded.

DPIE remains focused on eliminating lengthy time constraints previously associated with obtaining building permits and business licenses. The structuring of DPIE allows for efficient and concurrent agency reviews conducted primarily in the one central location. To date, DPIE staff has been joined by staff from M-NCPPC, Maryland State Highway Administration, Prince George's County's Office of Law, Prince George's Health Department and the local Soil Conservation District. Joining the one-stop facility in the near future will be staff from WSSC and additional staff from M-NCPPC.

Over the years, M-NCPPC has had a long standing tradition of co-locating their staff with DPIE and its predecessor agencies

for the purpose of facilitating site and building permit applications that require entitlement and zoning related reviews and approvals. However, more recently M-NCPPC agreed to co-locate staff from their Environmental Planning Section in the same location where DPIE is housed to facilitate coordination of plan reviews related to environmental concerns associated with M-NCPPC.



functions associated with the County's economic development and redevelopment projects. WSSC staff will participate in building permit review

one central location with DPIE and other agencies' staffs involved

in permitting, plan review, inspection, licensing and enforcement

and issuance, water and sewer related plan submittals and pre-planning meetings for mega-project developments. This MOU is a five-year commitment on the part of WSSC, which reflects the County's and WSSC's commit-

ment to efforts to improve the timeliness and quality of permitting and inspection services.

DPIE and the furtherance of cooperative working relationships demonstrated through the signing of MOUs on the County's part with M-NCPPC and WSSC are positive examples of what can be accomplished when government not only listens to the concerns and needs of its stakeholders, but works together to accomplish their goals. It should be noted that DPIE already had signed MOUs with M-NCPPC, Prince George's County Health Department and the local Soil Conservation District. Simplifying the permitting, inspections and licensing functions and making them more timely, predictable and effective for all stakeholders is what DPIE is all about.

The MOU between the County and M-NCPPC defines the roles, responsibilities, staffing commitment and space requirements of the agency for establishing and maintaining expanded on-site staff presence. These staffers also will serve as liaisons between M-NCPPC and DPIE with regard to meetings and reports involving both entities. M-NCPPC's MOU also references several recommendations for further streamlining the entitlement process associated with certain permit and regulatory applications. The MOU between the County and M-NCPPC is for a two-year duration, with an option to extend the MOU.

WSSC's MOU with the County is a first within the region. Through this MOU, WSSC has committed to have WSSC staff assigned in



HISPANIC HERITAGE

SEPTEMBER 15 - OCTOBER 15

WELCOME TO YOUR



A new name, new look and new focus on our environment

The Department of Environmental Resources (DER) is now known as the Department of the Environment (DoE). In addition to our new name, we have a new logo. Since County Executive Rushern L. Baker, III created the Department of Permitting, Inspections and Enforcement (DPIE) which assumed all building and code enforcement duties, our agency has refocused on our core environmental mission: to make Prince George's cleaner, greener, healthier and more beautiful. In turn, our logo is a refreshed, vibrant and a fun reflection of DoE that suggests the fragility of our environment and need for its care - as well as vitality and optimism for the future.

With our new focus, we are taking innovative and sustainable approaches to our environmental challenges, including: a new organic composting program; a zero waste, resource recovery approach to our waste stream; cost saving public-private partnerships (P3) for clean water that create green infrastructure and jobs; increased partnerships to boost animal adoptions, pet foster families and low cost vet services; major investments in renewable energy generation like solar farms and electric charging stations. However, we can only be successful in meeting our green goals by engaging and empowering residents, businesses, and nonprofits in our common efforts. So expect to find us at community meetings, on social media and, in the news in the years ahead. We look forward to your partnership as we move ahead together.



Runner up Wins Department of Housing and Community Development 2014 House Lottery

As a pre-qualified applicant for the 2014 House Lottery, Catherine Gantt did not hear her name called when Prince George's County Rushern L. Baker, III pulled the winning name on Saturday, June 14th. Gantt and her family and friends left the Sports and Learning Center disappointed. However, three days later she received a call informing her that the winner of the House Lottery had put a bid on another house that was accepted and would not be purchasing the House Lottery house. As the alternate for the House Lottery home, Ms. Gantt was the winner! "I was just so excited. Tears just came down," Gantt said. "Words can't express how I feel. I'm just so glad."

This is the 3rd House Lottery hosted by the Prince George's County Department of Housing and Community Development. The House Lottery is a major component of the annual Housing Fair that took place on Saturday, June 14th at the Sports and Learning Center in Landover, MD. The Housing Fair hosted a wide variety of housing industry professionals and attendees were able to get questions answered, obtain information and attend workshops on a wide variety of topics geared to purchasing a home and keeping it. Exhibitors included banks, housing counselors, realtors, mortgage lenders, non-profit organizations, home security companies and more.

Ms. Gantt, a 36 year-old DC resident, will close on her house in the following weeks and move in shortly after closing. "I'm happy to be able to share my home with the rest of my family," Gantt said. "It's not just a win for me, but a win for us." "It is always exciting and heart-warming when our agency can fulfill its mission and provide quality, affordable housing to area residents," said Eric C. Brown, Director of the Prince George's County Department of Housing and Community Development.

The House Lottery home, located in District Heights, MD, is a spacious 4 bedroom, 3 bath home on a cul-de-sac and situated on over a 1/4 acre lot landscaped with flowers and fruit trees with a large fenced yard. It features granite countertops and new Energy-Star stainless steel kitchen appliances, new chocolate kitchen cabinetry, custom ceramic tile design in the master bath, a rear deck and off-street parking.



Sustainable Solar Power is Coming to Prince George's County Solar farm projects to be installed on closed portions of local landfills

Converting sunlight to electricity will be the job of nearly 8,500 solar panels included in solar farm projects to be installed at the Brown Station Road Sanitary Landfill and the Sandy Hill Creative Disposal Project in Prince George's County. The projects will span several acres at the County facilities and help decrease the County's energy cost and carbon footprint. The projects are anticipated to supply 4 to 5-megawatts of clean, renewable energy to the County's power grid, enough to power approximately 800 homes.

"These solar farm projects will be a great benefit and foster the County's movement toward more sustainable energy resources. They underscore our efforts to produce clean and renewable solar power while diversifying the County's energy source options," said Office of Central Services Director Roland Jones.

Currently, the County is reviewing proposals from public companies they could potentially partner with on a long-term basis to provide comprehensive support in the design, construction, operation, finance and maintenance of the solar farm projects.

"The projects are positive contributions to

the rapidly changing energy landscape in the state of Maryland, and are an environmental and economic win for Prince George's County," said Department of the Environment Director Adam Ortiz.

The solar farms will be built on closed portions of the Brown Station Road Sanitary Landfill in Upper Marlboro and the Sandy Hill Creative Disposal Project in Bowie.

Upon the successful launch of the initial stations, expansion of the project will occur to other facilities within the County.

Please contact Erica Bannerman, Energy Manager with Prince George's County Office of Cenral Services at 301-883-6466 to learn more about the County's Sustainable Energy Program or visit http://CentralServices.mypgc.us.



Prince George's County Clean Water "Partnership"

The Prince George's County Clean Water Partnership has been designed to modernize, restore, and sustain 2,000 acres of stormwater infrastructure over the next 30 years with a commitment to employ County businesses and create jobs for County residents through built-in performance goals that ensure accountability. The Partnership will be a catalyst for driving and developing a green economy as well as establishing a Green Infrastructure (GI) "center of excellence" within Prince George's County that will create accessible GI jobs, drive innovation in GI technologies, and develop a competitive subcontractor base experienced in delivering GI solutions. The partnership will accomplish this by lowering "barriers to

entry" for subcontractors; creating wealth building opportunities; and by creating workforce development and education opportunities for local County-Based businesses and residents.

Green Infrastructure (GI) opportunities in:

- Installation & Design (landscape architects, engineers, plumbers, contractors, construction workers, administration...)
- Operations & Maintenance (landscapers, plumbers, engineers, inspectors, contractors...)
- Supply Chain (Nursery & greenhouse workers, farmers, horticulturalists, truck drivers, stock clerks, administration...)

Strategic Partnerships and Collaborations

SDDD Teams Up With FSC First to Help Businesses Grow

The Supplier Development & Diversity
Division (SDDD) has teamed up with Prince
George's Financial Services Corporation (FSC
First) to bring you "MONEY to MAINSTREET," a
series of 30-minute one-on-one financial counseling sessions.

Do you have questions about the Economic Development Incentive Fund (EDI Fund), Small Business Growth Fund or the SBA 504 Commercial Real Estate Program?

MONEY to MAINSTREET is where FSC First Business Development Managers will provide assistance with navigating through the process of obtaining available financing. Business owners will also learn about lending requirements for your business or project. Each 30-minute session will seat up to 5 people and is designed to develop a formal understanding of the following:

- How County-Based and MBE certification can propel your business
- Your financial needs, issues and concerns as a business owner
- Different loan products and services available through Prince George's County

- Do's and Don'ts of the loan application process
- And much more!

REGISTER TODAY!



MBE University & Prince George's County Business Conference & Expo Join as One in 2014

This year, Prince George's County and the Governor's Office of Minority Affairs (GOMA) have joined together to bring you a combined signature business conference, the MBE University & Prince George's County Conference & Expo. This Fall's conference will take place on November 12, 2014 at the College Park

Marriott Hotel & Conference Center and will welcome Special Secretary Zenita Wickham Hurley and County Executive Rushern L. Baker, III during our luncheon program.

The Prince George's County Supplier Development & Diversity Division (SDDD) invites you to support Prince George's County's Minority Business Enterprise and County-Based Business programs at this signature outreach event. Small, minority, women- and veteran-owned businesses are growing throughout our state and County; and outreach events like this continue to play a key role in providing education and connections to the resources necessary to support our local small and minority business community. Conference attendees can expect a quality event with engaging workshops, procurement matchmaking sessions, expo hall and keynote lunch.

Since the launch of the Prince George's
County Business Conference & Expo
in 2012 by the Baker Administration, LMBEs
have been connected to viable resources,
networking opportunities, and access to a
variety of county and state agencies and
private companies. SDDD remains committed to supporting this growth and our alignment with partners like MGM National
Harbor continues to help strengthen local

and minority businesses in the County.

Highlights from the County's 2013 conference in College Park include remarks from County Executive Rushern L. Baker, III, featured address from a very special speaker, Miss Gabrielle J. Williams, a teenage entrepreneur and Amazon #1 Bestseller and our popular matchmaking session which featured companies like NARDI Construction, Corvias Solutions, Wells Fargo Bank and the University of Maryland.

This year's event will place you in direct contact with business owners who have the ability to supply the goods and services you need.



For sponsorship opportunities:
Denise Roberts,
Outreach Program Manager
Supplier Development
& Diversity Division:
301-883-6480



State of the ECONOMY

The small business economy is poised to compete after a protracted six year economic recession in the District of Columbia, Maryland and Virginia (DMV) region and indeed the nation. Anecdotally, we've observed that many local, small and minority business owners have weathered the storm and still managed to hold on by their boot straps. Those that had a mindset to change their paradigm, expand their social network and diversify their customer base

also saw the benefits of not having all of their proverbial eggs in one basket. Others took advantage of the economic slowdown to reposition their business through improved processes. Some explored and pursued new market opportunities to stabilize or expand their business. Several spent a significant amount of time cultivating relationships, forming joint ventures and evaluating the competition in order to seize the opportunity to compete locally, regionally and indeed globally. By all indications, many companies have refined their approaches, evaluated their business cycle and developed new and improved business models to further quantify their value proposition. All of these strategies have created an increased need for access to capital.

The recently appointed SBA Administrator, Maria Contreras-Sweet, stated that "SBA lending to African-Americans, Asian Americans, and Latino-owned businesses, as well as women-owned businesses, can lift up entire communities". The SBA, in an effort to make loans more accessible to these business owners, has further streamlined its eligibility requirements and standard operating procedures, to further encourage traditional and non-traditional lenders to be more innovative and creative in their lending practices. In addressing more than 600 SBA 504 lenders at our national conference held in Colorado Springs, she stated, "SBA must reach more Main Street businesses seeking loans, and we can only do this by strengthening our partnerships with CDCs, community banks and micro lenders." Traditional lenders have been extremely competitive and more risk tolerant than before the economic recession. While that is commendable, there are still significant, unmet financing needs for America's 28 million small business owners and entrepreneurs.

Non-bank lenders, like FSC First, are mission driven and typically have an economic or community development mission. As such we have the ability to be more flexible in the terms and conditions by which we extend a commitment to lend and may structure direct loans with creative terms and innovative conditions. As a Community Development Financial Institution (CDFI), FSC First is amongst the first CDFIs qualified to participate in the SBA Community Advantage program which provides 75-85% guarantees on direct loans made to eligible borrowers. SBA, in an effort to encourage local business owners to utilize the Community Advantage program, has waived the guarantee fee for any loan up to \$150,000 that qualifies for the Community Advantage guarantee.

Recently, the FSC First Board of Directors and 12-member bank pool authorized FSC First to provide direct loans on a regional level to four new markets: Howard, Montgomery, Calvert and Charles Counties; as well as its primary

market – Prince George's County. FSC First will collaborate with the economic development organizations in those counties to leverage their existing loan programs.

Achieve Relevant Milestones

Achieving access to non-traditional capital, to procurement or contracting opportunities and to new market opportunities requires the business owner to focus on the economic impact to be realized in the community in which their project is or will be located. Unlike traditional lending institutions, non-bank lenders and mission focus economic development organizations typically are expected to fulfill specific public policy goals. Therefore, the businesses funded by these public-private partnerships must demonstrate an ability to achieve relevant milestones. The milestones may include, but not be limited to: increased revenues and profits, job creation and retention, expansion or modernization of their facility, investment in capital improvements, exporting products and services; to name just a few.

A Conduit to Financing Your Business Dreams Milestones

Understanding a business's financing priorities is the touchstone to a lenders' ability to fulfill the business owner's needs. This is typically achieved through a holistic analysis of the business, a site visit and evaluation of the business's historical financial statements and tax returns and projected income and cash flow statements.

Likewise, the business owner needs to insure that the lender can make a favorable decision on the financing request within a reasonable timeframe. Regardless of whether the lender is a traditional (bank) or a non-bank lender, like FSC First, it is imperative that the loan package be complete and well organized. To enhance the review and analysis of the initial funding request, it is essential that the business owner present their business financing proposal in a thorough and comprehensive manner.

An incomplete loan package is a distraction to the lender as it does not allow the lender to fully comprehend the business owner's: 1) character, 2) capacity to repay, 3) collateral – assets available to secure the loan, 4) conditions that will influence the rate and term of the loan, and 5) credit history of the borrower and guarantors.

1. SBA or Lender Provided:

- a. Loan Application Form
- b. Statement of Personal History

2. Business Owner Provided:

- a. Business Plan or detailed Executive Summary
- b. Marketing Strategy
- c. Exit Strategy
- d. Resumes of all management team members
- e. Cash Flow Projections (month-to-month), for 12-24 months
- f. Recent three years of historical Tax Returns (for the business)
- g. Recent three years of individual Tax Returns (for each guarantor or owner who holds 20% interest in the business)
- Recent three years of internally-prepared Financial Statements

3. Supporting Documents

- a. A copy of the owner's personal credit report (for preliminary review)
- b. A copy of the current lease
- c. A copy of any contractor for sale (if any)
- d. A copy of the Work in Progress Report (if any)
- e. A copy of any negotiated economic or community development benefits (such as tax credits or grants from the local economic development organization, if applicable)
- f. Articles of incorportation or Organization & By-Laws
- g. Certificate of Good Standing from the State Department of Assessment & Taxation

Incomplete loan packages forces the lender to take the loan package out of cue for credit analysis and underwriting and move on to the next borrower's request. Incomplete loan packages can also be very costly to the Lender and ultimately the borrower. The old adage that "time is money" is construed in two ways: 1) don't waste the lender's time by providing inadequate loan packages for formal review and consideration – you deserve a definitive answer to your funding request as soon as possible; and 2) don't waste the business owner's time by submitting an inadequate loan package because your business needs you to remain focused on the revenue generating activities of the company. By providing the requested and required documentation at the beginning of the loan application process, the borrower enhances the lender's ability to make a qualified credit decision, render a commitment and move expeditiously to closing and funding the loan.

This article contains proven strategies for how to obtain a favorable outcome to your traditional or non-traditional business loan request. Should you desire assistance with your loan package, it is encouraged that you contact the local economic development organization, your neighborhood business innovation center, or the small & technology development centers. All of these organizations provide technical assistance (with no out-of-pocket cost) to support your thriving business venture. These resource partners are prepared to assist your business in obtaining a microloan (ranging from \$5,000 to \$35,000), a typical small business loan (ranging from \$35,000 to \$350,000), or a typical growth loan (ranging from \$350,000 to \$5.5 million or more).

The future looks bright for emerging growth companies. Access to capital is improved and no longer an evasive process as in years past. Now that you know how to access the traditional and non-traditional lender, the probability for loan approval is much greater. Seize the moment to contact your preferred Lender now to begin your process. Traditional lenders have many banking services to support your current needs and future growth; on the other hand non-traditional lenders, typically, have their finger on the economic pulse in your local community and have access to many incentives that could enhance your bottom line as well as access to local, regional and national policy and decision makers.

About the Author -- Shelly M. Gross-Wade has served as the President & CEO of the Prince George's Financial Services Corporation (also known as FSC First) for more than 15 years. FSC First has assisted start-up, emerging growth and pre-bankable companies with access to capital using various federal, state, and local financing and incentive programs. As a non-bank lender, FSC First makes direct loans ranging from \$5,000 to \$5,000,000. FSC First provides innovative and creative financing solutions to businesses that meet certain eligibility criteria and have the ability to achieve certain economic impact milestones. FSC First is a statewide (Maryland) Certified Development Company authorized to market, underwrite, close and service the SBA 504 REAL Financing Program; and as a 501c(3), nonprofit, Community Development Finance Institutions (CDFI); serves as a fund manager to various state and local financing programs. FSC First can be accessed at www.fscfirst.com or (301) 883-6900.

You're On:

Venkat Subramanian

Venkat Subramanian, President & CEO,

ANGARAI is a full service professional management consulting firm based in Greenbelt, MD that caters to the verticals of Public Transportation and Infrastructure, Pubic Health and Human Services, Defense and Security, and other emerging markets such as Project Management Office, Enterprise Transformation Services, Management Consulting Services and Enterprise Oversight Services.

Angarai was recently awarded a \$3.55 million Independent Verification & Validation (IV&V) and Quality Assurance/Quality Control (QA/QC) Services Contract for the Maryland Health Connection system.

THE PULSE: Tell us a little bit about your background and how Angarai International, Inc. came into existence:

Venkat Subramanian: ANGARAI was founded in 2003 in the basement of my residence as a single employee firm. The name of the company was inherited by my native village in India and identified as the fastest growing business from Prince Georges County.

THE PULSE: What is the biggest challenge you face as a business owner? And as a minority business owner?

Venkat Subramanian: To find work-life balance with growth activities and plans, finding resources – Human, Financial & others are indeed a challenge as well.

THE PULSE: What's your view on how entrepreneurs can use social media to help grow their business?

Venkat Subramanian: As a business you must understand social media in order for it to work effectively and efficiently to leverage growth. As a business, you must interact with individuals in a way that's meaningful or personable. There should be one direct point of contact responsible for leveraging all the avenues of social media in order for it to be a useful tool and use it to reach out to the demographics of a specific industry to promote and measure precise results. It's a very helpful and resourceful tool. You should be judicious in your communication via social media and sensitive to client information.

THE PULSE: What is something most small business owners would be surprised to learn about Angarai International, Inc.?

Venkat Subramanian: As a leader of a small business enterprise, I'm very passionate about co-creation and building alliances and my commitment to holistic contributions in the local region. My vision of giving to the community is demonstrated through the organization each year, performing a number of fundraisers for altruistic purposes, and supporting needy families. ANGARAI also actively contributes time to informal mentoring of

fellow small businesses in the area as well. My father always told me, "You cease to get when you cease to give".

THE PULSE: Tell us about a current project ANGARAI is working on.

Venkat Subramanian: We have many critical engagements that we are working on.



For Prince Georges County it includes Enterprise Project Management Office, Enterprise Architecture. For DHR it includes Oversight Services for Department of Human Resources, Maryland Health Benefit Exchange (MHBE) and for Washington Metropolitan Authority Transit Authority it includes Capital Project Oversight with Parsons Brinkerhoff.

THE PULSE: What is something most people don't know about you?

Venkat Subramanian: I write and publish articles and research papers not only in business but also about Indian classical music, Comparative Religion in English as well as Tamil (Mother Tongue). In addition, the medium of instruction for my entire schooling wasn't English.

THE PULSE: How have you benefited from the services at the Supplier Development & Diversity Division?

Venkat Subramanian:

"SDDD has been a solid source of support for us as the local small minority business enterprise."

Ms. Jackson and her staff have always been very proactive and a huge advocate for us. The training programs that SD3 conducts are very useful and ANGARAI staff take advantage of the programs whenever possible and appropriate. We are indeed very grateful and thankful for the support, passion and advocacy.



SAVE THE DATE 11.12.14

MBE University & Prince George's County Conference & Expo November 12, 2014

> College Park Marriott & Conference Center 3501 University Blvd. Hyattsville, MD 20783

REGISTRATION OPENS IN OCTOBER!





www.goma.maryland.gov

www.princegeorgescountymd.gov



Workshops

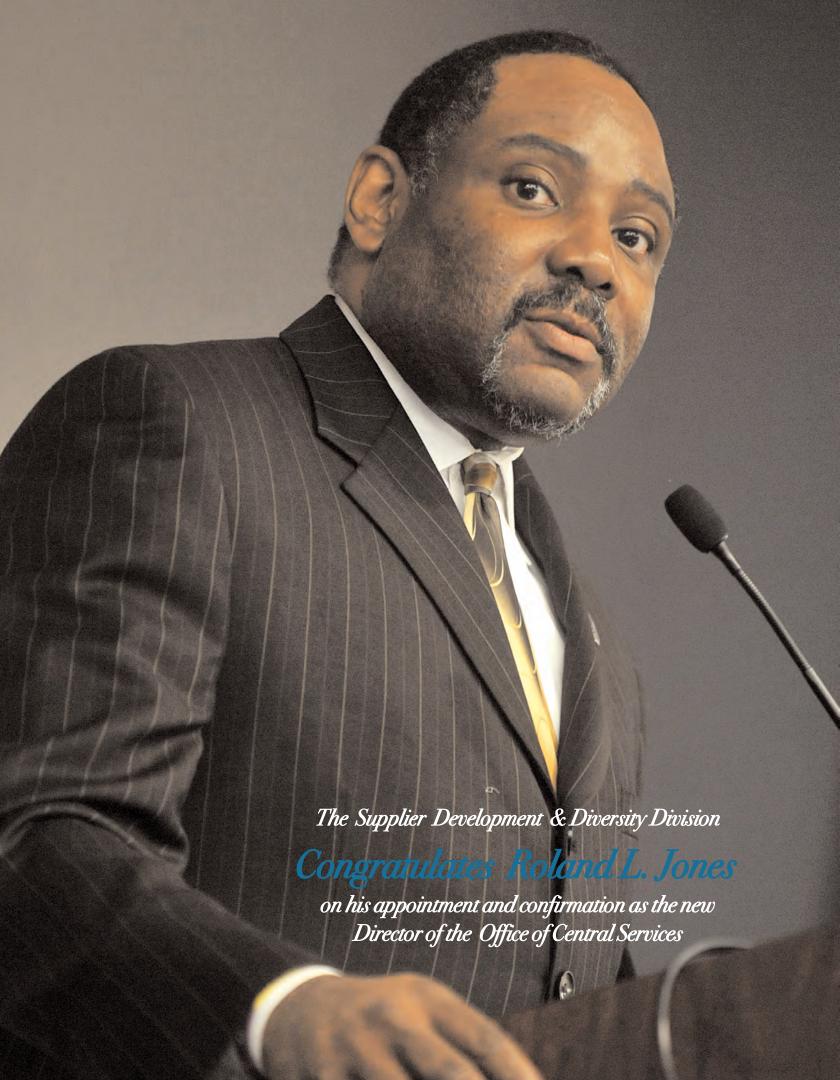


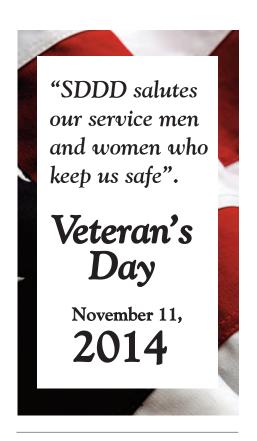
Matchmaking



Networking

□BizConf14
@MDGOMA @PGCDiversity





PRINCE GEORGE'S COUNTY

Council's Corner:

"Doing big things on purpose means shared prosperity, so that our County Government and County-supported development spends most of its dollars within the local business community, and hires a fair share of County residents. At the same time, we must enhance our efforts to prepare our local businesses and residents for these opportunities through greater business development and workforce training." —Prince George's County Council Chairman Mel Franklin. District 9

Local businesses create jobs, attract investment and drive economic growth and opportunity. Prince George's County Minority Business Enterprise (MBE) Compliance Manager Mirinda Jackson works to support County Council outreach initiatives to the local, small, women and minority-owned business community. She also works with the Supplier Development & Diversity Division (SDDD), trade associations and professional organizations to ensure the local MBE community has the training, technical and managerial support to successfully compete for contracts on major development projects in the County.

Widely recognized as an advocate for small business, Mirinda Jackson shares her thoughts on how perception impacts business success in "The Judgment Factor," originally published by the Center for Minority Business Development at Prince George's Community College, Winter 2013.

Then Judgment Factor

Businesses in the Washington Metropolitan Area are unique because the resources are unlimited; they have access to elected officials and the ability to do business with the Federal, state and local Government agencies and major corporations. However, many businesses don't realize that it's the soft skills they lack which prevents them from taking advantage of the billions of dollars spent in the Washington Metropolitan Region.

Relationships are important and it's not who you know as a business owner, but who knows you and is willing to recommend your company for additional work. Your reputation and how you are viewed by your peers is the key to your survival. While in the public sector, there are established rules, regulations and guidelines that procurement personnel must follow. However, in the private sector the contracting process is subjective and policies, procedures, and regulations vary by company.

There are many unwritten rules that will never be communicated because of legal ramifications. Individuals marketing their companies or who employ individuals to do the same must understand they only have one time to make a first impression. When attending meetings, conferences and other outreach events, you are being evaluated without your knowledge and the person evaluating you may not be familiar with your technical skills.

Knowing how you are judged is especially important. You are often judged by what you say, how you say it and your appearance. The Center for Minority Business Development has excellent resources available to ensure businesses are on the right track to take your business to the next level. Take advantage of their resources and assistance and tell others as well.



Mirinda Jackson is the Prince George's County Council Minority Business Enterprise (MBE) Compliance Manager. In this role, she is responsible for oversight of the National Harbor Project, and other major development projects in the County. Mirinda Jackson can be reached at 301-952-4919, or via e mail, MDJackson1@co.pg.md.us.

The Economic Development Incentive Fund Continues to Make an Impact in Prince George's County!

The Prince George's Economic Development Incentive Fund (EDI Fund), managed by FSC First, assisted in the attraction of Leuterio Thomas LLC, a full service architectural and engineering firm, to Ft. Washington with a \$450,000 loan.

Leuterio Thomas has leased space in Oxon Hill, MD in order to close the production office in Alexandria, VA to consolidate production in Prince George's County. This relocation has created/retained 14 full time jobs in Prince George's County.

The firm was founded by Hedy L. Thomas in March of 2000 as a woman owned minority and is a MDOT certified MBE and Prince George's County certified MBE. She is a registered and licensed Professional Engineer in Maryland, Virginia, Washington DC, California, West Virginia, North Carolina, Pennsylvania, New York and New Jersey. Hedy and her husband, Graham, are 20 year County residents.



The firm's core services include architecture. engineering, design build, building information modeling, new building design, renovations, historical facilities, seismic repai<mark>rs, condition assessment repo</mark>rting and facility management technologies for commercial and federal communities. The firm was listed as one of the 2013 Top MBE Award Winners.

www.leuteriothomas.com

FSC First provides access to financing for small and minority businesses through 8 distinct loan products:

- SBA 504 Commercial Real Estate Loans
- Small Business Growth Fund (SBGF)
- Contractor Cash Flow Fund

- Micro-Enterprise Loan Fund MD DHCD
- Micro-Enterprise Loan Fund MCBIF
- Economic Development Incentive Fund (EDIF) Maryland Casino Business Investment Fund (MCBIF)
 - City of Bowie Loan Fund





1801 McCormick Drive | Suite 300 | Largo, MD 20774 301-883-6900 (office) | 301-883-6160 (fax) www.fscfirst.com

Meridian Management Group, Inc. (MMG), Prince George's County Supplier Development & Diversity Division, and FSC First will bring the Money Tour to Prince George's County



Money Tour

Prince George's Count

\$5.5M for small, minority, women,

and veteran owned businesses.









Information on a new money fund, traditional loans, and other financing options

Meet one-on-one with loan experts to discuss your business financing goals and objectives

EVENT SCHEDULE

NETWORKING

MCBIF PRESENTATION WITH Q&A

ONE-ON-ONE SESSION WITH MMG (1st come basis)

BUSINESS LOAN CASE STUDY - WALK THROUGH THE LOAN PROCESS

COMPLIMENTARY ADMISSIO SPACE IS LIMITED. CLICK HERE TO RSVP

For more information on Maryland Casino Business Investment Fund visit www.mcbif.com

WHO WANT TO GAIN ACCESS TO **CAPITAL AND OPPORTUNITIES**

9AM - 12:30PM

OCT

2014

Prince George's County Economic Development Corporation

A MUST ATTEND FOR BUSINESSES





Prince George's County Executive Trade & Investment Mission to China September 2014

Prince George's County Economic Development Corporation is advancing its international business strategy which focuses on four of the BRICS nations: Brazil, India, China, and South Africa (not including Russia). These economies are spellbinding in their economies' annual growth rates, ever-expanding middle classes, and innovation.

The County is promoting international investment and trade because 95% of the world's consumers are outside of the Unites States of America. The remarkable growth of the middle class in BRICS nations makes them prime targets for U.S. goods and services. Just think of the technology services, construction, retail goods, medical services, beauty, and entertainment that we consume regularly in America. Demand in the U.S. and Europe is slowing, but in other emerging economies demand is intensifying.

China has overtaken the U.S. as the world's largest manufacturer. China is also working on closing the gap as the world's second largest economy, with a consumer market of \$1.4 billion people. The recent economic boom in China has created a new middle class of 300 million—not to mention one million new millionaires. Do you have a service that you could market to the Chinese middle class or to even 10 percent of the new class of millionaires?



County Executive Baker's 2014 China Trade & Investment Mission will open the doorway to more foreign investment in Prince George's County, not to mention trade that U.S. companies will garner participating in another amazing chapter in the China - America market experiment.

Prince George's County Executive Rushern L. Baker, III led a 2014 China trade and investment mission to Beijing, Xiamen and Shanghai from September 3-12, 2014. We are signing a memorandum of understanding (MOU) with the Changping District due to synergies between each region in technology, tourism and education.

Business joined the County and the Prince George's County Economic Development Corporation (EDC) personnel at the signing of a MOU with Changping District of Beijing. This will lead to a sister city agreement between the two jurisdictions. During the mission, the Prince George's Delegation attended the largest annual trade and invest-

ment conference, known as the China International Fair of Investment and Trade (CIFIT); and met with additional Chinese investors and businesses in Shanghai.

Three seminars were hosted by the Prince George's County Economic Development Corporation (EDC) to prepare County firms for this trade mission:

- 1. Doing Business in China
- 2. Mission Briefing & CIFIT Conference Overview
- 3. Investment Forum for Developers and County Firms/China Business Mission

Companies considering entering the Chinese market should refer to the Department of Commerce's Country Commercial Guide. China 2013 online and the China Business Handbook. For understanding of the intellectual property rights actions you can contact the International Trade Administration:

Janice Wingo at Janice.Wingo@trade.gov.

One of the goals of this mission is to attract financing for County projects through the EB-5 program, an investor visa program. With this program in place, Chinese investors can start businesses or finance projects in the U.S. with a minimum of \$500,000 and 10 promised jobs in exchange for U.S. Green Cards. Because of EB-5 program, the District of Columbia attracted tens of millions in investment dollars over a 24-month period in 2010 from Chinese investors and the EB-5 program. "We want to attract \$250 million in foreign direct investment to Prince George's County!" said Victor Hoskins, the new Deputy Chief Administrative Officer for Economic Development and Public Infrastructure.

County Executive Baker's 2014 China Trade & Investment Mission will open the doorway to more foreign investment in Prince George's County, not to mention trade that U.S. companies will garner participating in another amazing chapter in China - America market experiment.



Rushern L. Baker, III County Executive

COUNTY CONNECTIONS

Upcoming Prince George's County Procurements for FY 2015

Department of Corrections

- Inmate Telephone Services
- Video Visitation

Department of The Environment

- GIS Studies and Mapping for Flood Management
- Garage Improvement for the Landfill

Department of Permitting, Inspections & Enforcement

■ Board Up Services

Department of Public Work & Transportation

- Snow and Ice Control Services
- Engineering Services

Department of Social Services

■ Overnight Shelter Services

Office of Central Services

- Security Wall Construction (Court House)
- Water Infiltration at Inglewood Center III

All Prince George's County procurements are updated and posted on the County's website every Thursday after 2:00 p.m. For a complete list of current solicitations, please go to:

http://pgebid.co.pg.md.us/ebid/



FACT SHEET



Chesapeake Bay Trast — Primee George's County Stormwater Stewardship Grant Program



This grant program is focused on the environment, the local economy, and jobs in Prince George's County, Maryland.







Overview

The Prince George's County Government and the Chesapeake Bay Trust announce a new partnership to support stormwater restoration and retrofit projects in Prince George's County. The goal of this program is to achieve reductions in nutrient and sediment loads to the County's waterways, while engaging residents in stormwater issues.

Common Questions and Answers

- □ What does this fund? The Prince George's County Stormwater Stewardship Grant Program funds implementation requests for construction of water quality projects and also citizen engagement and behavior change projects. Together, these efforts will enhance parks and other natural resources of Prince George's County, restore and protect the local rivers and streams, and engage children and adults in the outdoors.
- □ Who can apply? Faith-based organizations, non-profit organizations, community associations, municipalities, other not-for-profit entities, and municipalities can apply. Projects involving underrepresented groups are strongly encouraged to apply.
- □ How much funding is available? We anticipate proposal requests of \$20,000 to \$200,000 for the water quality projects and \$5,000 to \$50,000 for the citizen engagement/behavior change projects. Larger awards are possible with prior approval.
- □ Where should projects be located? Prince George's County, Maryland excluding the City of Bowie.
- ☐ How can I apply for the grant? Where can I find more information about the program? See the Prince George's Stormwater Stewardship grant webpage for more details and to apply for the grant at www.cbtrust.org/grants/PrinceGeorgesstormwater
- □ Who can I contact about the grant? Direct all questions to the Chesapeake Bay Trust grant manager, Sadie Drescher, at sdrescher@cbtrust.org or (410) 974-2941 ext. 103

Chanapanka Bay Trani Gruni Programs

The Chesupeuke Bay Trust is a non-profit, grant-making organization that family community-based projects that educate residents and enhance local communities and natural resources.

For more information visit: www.cbtrust.org

To Be Compliant Or Not?

Government Business can be **BIG Business** for Small Businesses if **Done Right**

Hundreds of small businesses make millions of dollars every year providing their services and products to the government. However, some of these companies also lose millions of dollars every year because they do not follow the government rules and regulations that go along with their contracts.

Defaults on teaming agreements, defective pricing, and false claims are some of the more common reasons companies receive penalties for failure to comply with their contract terms. The dollar value of these penalties can be more than what these companies are making

through their contract.

When an individual or a company is involved in a large-scale project, a contractor is often hired to see that the work is done. The contractor, also known as the prime contractor, however, rarely does all the work. The work that remains is performed by subcontractors, who are under contract to the prime. Subcontractors may, in turn, hire their own subcontractors to do part of the work that they have contracted to perform.

Here is the difference.

Prime Contractor

The prime contractor, or the main contractor, is a firm who has a contract with the government for some type of goods or services. The prime is the owner of the project or job, and has the full responsibility for its completion. He undertakes the primary risks to perform a complete contract, and may employ (and manage) one or more subcontractors to carry out specific parts of the contract.

Subcontractor

A subcontractor is a firm who takes a portion of that contract from the principal contractor or from another subcontractor.

Diligence is the best method of ensuring contract compliance. In order to be diligent, you must understand where the most common dangers lie.

Planning

Before you start, make sure you have resources devoted to managing your contract. Remember, you are entering into a contract with the government and they will hold you to it.

Plan to have some kind of system in place to track your government business separate and apart from your commercial business. Your company must be able to monitor, collect, and accurately report government sales information. The government will check up on you regularly, and thoroughly.

(continued on page 36)

NEWS YOU CAN USE . . .

Prince George's County will embark on conducting an Availability and Utilization Study (Disparity Study) to determine whether the County's procurement practices have resulted in a disperate impact on County-based businesses attempting to do business with the County. Over the course of the next 8-12 months, the County's contracting activity will be examined. The study will cover all of Prince George¹s County's commercial transactions with vendors including, small, local, minority and majority firms. This study is an important step in the County's continued efforts to ensure fairness and equity in the procurement process.

(continued from page 35)

Tips for the Subcontractor When Dealing with the Prime Contractor

Be clear of roles, responsibilities and contract terms.

- Know the scope of work,
- Know terms of employment/sub-contractor utilization plan,
 - Non-compete,
 - Indemnification/liability,
 - Payment and late fees,
 - Work for hire clause,
 - Resolution methods,
 - Fraud
- Keep lines of communication open,
- Be pro-active in problem solving,
- Never go over prime's head,
- Remember your contract is not with the County.

Tips for the Prime Contractor When Dealing with the Government

- Know who the key people are,
- Understand the expectations of your contract.
 - Base years vs. option years
 - Price increases
 - Review Terms & Conditions
 - Making sure subs are paid and maintaining certifications
 - Communicating issues to project manager
- Understand the invoice process,
- How to handle deviating from the scope of work

Government business is big business - especially for small businesses. The secret to staying in the government business is to stay compliant. The secret to staying compliant is to be diligent, and to find a partner who already knows the ins and outs of government rules and regulations, and

who can keep on top of your government business and help keep you compliant and successful.

About the Author: Eben Smith serves as

the MBE Compliance Officer for the Supplier Development & Diversity Division. For questions regarding MBE Compliance: eqsmith@co.pq.md.us.

8 Essential Elements of a Social Media Marketing Strategy Article by Houssem Daoud, Published July 16, 2014 on **Socialmediaexaminer.com**

Do you need help getting started with your social media marketing strategy? Do you know what to include? Goals and objectives guide your social media strategy to help you successfully connect with your customers.

In this article I'll share what you need to include in your social media marketing strategy so it works from day one.

#1: Identify Business Goals

Every piece of your social media strategy serves the goals you set. You simply can't move forward without knowing what you're working toward.

Look closely at your company's overall needs and decide how you want to use social media to contribute to reaching them. You'll undoubtedly come up with several personalized goals, but there are a few that all companies should include in their strategy—increasing brand awareness, retaining customers and reducing marketing costs are relevant to everyone.

I suggest you choose two primary goals and two secondary goals to focus on. Having too many goals distracts you and you'll end up achieving none.

#2: Set Marketing Objectives

Goals aren't terribly useful if you don't have specific parameters that define when each is achieved. For example, if one of your primary goals is generating leads and sales, how many leads and sales do you have to generate before you consider that goal a success?

Marketing objectives define how you get from Point A (an unfulfilled goal) to Point B (a successfully fulfilled goal). You can determine your objectives with the S-M-A-R-T approach: Make your objectives specific, measurable, achievable, relevant and time-bound.

Using our previous example, if your goal is to generate leads and sales, a specific marketing objective may be to increase leads by 50%. In order to measure your progress, choose which analytics and tracking tools you need to have in place.

Setting yourself up for failure is never a good idea. If you set an objective of increasing sales by 1,000%, it's doubtful you'll meet it. Choose objectives you can achieve, given the resources you have.

You've taken the time to refine your goals so they're relevant to your company, so extend that same consideration to your objectives. If you want to get support from your C-level executives, ensure your objectives are relevant to the company's overall vision.

Attaching a timeframe to your efforts is imperative. When do you intend to achieve your goal(s)? Next month? By the end of this year?

Your objective of increasing leads by 50% may be specific, measurable, achievable and relevant, but if you don't set a deadline for achieving the goal, your efforts, resources and attention may be pulled in other directions.

#3: Identify Ideal Customers

If a business is suffering from low engagement on their social profiles, it's usually because they don't have an accurate ideal customer profile.

Buyer personas help you define and target the right people, in the right places, at the right times with the right messages.

When you know your target audience's age, occupation, income, interests, pains, problems, obstacles, habits, likes, dislikes, motivations and objections, then it's easier and cheaper to target them on social or any other media.

The more specific you are, the more conversions you're going to get out of every channel you use to promote your business.

#4: Research Competition

When it comes to social media marketing, researching your competition not only

keeps you apprised of their activity, it gives you an idea of what's working so you can integrate those successful tactics into your own efforts.

Start by compiling a list of at least 3-5 main competitors. Search which social networks they're using and analyze their content strategy. Look at their number of fans or followers, posting frequency and time of day.

Also pay attention to the type of content they're posting and its context (humorous, promotional, etc.) and how they're responding to their fans.

The most important activity to look at is engagement. Even though page admins are the only ones who can calculate engagement rate on a particular update, you can get a good idea of what they're seeing.

For example, let's say you're looking at a competitor's last 20-30 Facebook updates. Take the total number of engagement activities for those posts and divide it by the page's total number of fans. (Engagement activity includes likes, comments, shares, etc.)

You can use that formula on all of your competitors' social profiles (e.g., on Twitter you can calculate retweets and favorites).

Keep in mind that the calculation is meant to give you a general picture of how the competition is doing so you can compare how you stack up against each other.

#5: Choose Channels and Tactics

Many businesses create accounts on every popular social network without researching which platform will bring the most return. You can avoid wasting your time in the wrong place by using the information from your buyer personas to determine which platform is best for you.

If your prospects or customers tell you they spend 40% of their online time on Face-book and 20% on Twitter, you know which primary and secondary social networks you should focus on.

When your customers are using a specific network, that's where you need to be—not everywhere else.

Your tactics for each social channel rely on your goals and objectives, as well as the best practices of each platform.

#6: Create a Content Strategy

Content and social media have a symbiotic relationship: Without great content social media is meaningless and without social media nobody will know about your content. Use them together to reach and convert your prospects.

There are three main components to any successful social media content strategy: type of content, time of posting and frequency of posting.

The type of content you should post on each social network relies on form and context. Form is how you present that information—text only, images, links, video, etc.

Context fits with your company voice and platform trends. Should your content be funny, serious, highly detailed and educational or something else?

There are many studies that give you a specific time when you should post on social media. However, I suggest using those studies as guidelines rather than hard

rules. Remember, your audience is unique, so you need to test and figure out the best time for yourself.

Posting frequency is as important as the content you share. You don't want to annoy your fans or followers.

Finding the perfect frequency is crucial because it could mean more engagement for your content or more unlikes and unfollows. Use Facebook Insights to see when your fans are online and engaging with your content.

#7: Allocate Budget and Resources

According to recent data from Google, 30 percent of respondents say that social media has its own new and distinct budget. Of those respondents, 8.7 percent say their social media budget is pulled from traditional marketing media (i.e., TV, print and radio). Social media marketing is increasingly becoming a priority.

To budget for social media marketing, look at the tactics you've chosen to achieve your business goals and objectives.

Make a comprehensive list of the tools you need (e.g., social media monitoring, email marketing and CRM), services you'll outsource (e.g., graphic design or video production) and any advertising you'll purchase. Next to each, include the annual projected cost so you can have a high-level view of what you're investing in and how it affects your marketing budget.

#8: Assign Roles

Knowing who's responsible for what increases productivity and avoids confusion and overlapping efforts. Things may be a bit messy in the beginning, but with time team members will know their roles and what daily tasks they're responsible for.

When everyone knows his or her role, it's time to start planning the execution process. You can either plan daily or weekly. I don't advise putting a monthly plan together because lots of things will come up and you may end up wasting time adapting to the new changes.

You can use tools like Basecamp or ActiveCollab to manage your team and assign tasks to each member. These tools save you tons of time and help you stay organized.

SAVE THE DATE: WEDNESDAY NOVEMBER 12, 2014

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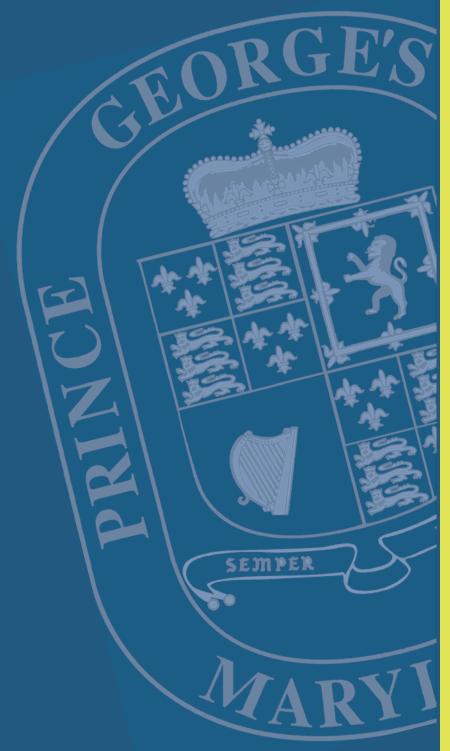
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The Prince George's County-Based Business & MBE Certification Training

October 23rd

Managing and Performing on Your Contract - The Essentials of Project Management

November 5th

MONEY-to-MAIN STREET, The Prince George's County Way

November 12th

MBE University & Prince George's County Business Conference & Expo

For more information on these events please visit

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