



**Economic Development Committee Presentation**

**February 4, 2002**

**Prepared By:**

**Rhonda U. Kelsey**

**DEPARTMENT OF PUBLIC WORKS  
DBE REPORT FOR FORMAL CONTRACTS**

**DECEMBER**

MONTHLY

YEAR TO DATE

BUREAU	FORMAL CONTRACTS				FORMAL CONTRACTS			
	YEAR	TOTAL DOLLARS	DBE DOLLARS		DBE %	TOTAL DOLLARS	DBE DOLLARS	DBE %
INFR	2001	\$598,328	\$121,150	20.2%		\$24,075,485	\$3,666,004	15.2%
B&F	2001	\$316,624	\$3,713	1.2%		\$8,396,490	\$2,574,264	30.7%
SAN	2001	\$0	\$0	0.0%		\$0	\$0	0.0%
FOR	2001	\$0	\$0	0.0%		\$0	\$0	0.0%
WATER	2001	\$740,110	\$185,028	25.0%		\$5,775,712	\$1,193,433	20.7%
ADMIN	2001	\$0	\$0	0.0%		\$36,812	\$0	0.0%
<b>DPW</b>								
<b>TOTAL</b>	<b>2001</b>	<b>\$1,655,062</b>	<b>\$309,891</b>	<b>18.7%</b>		<b>\$38,284,499</b>	<b>\$7,433,701</b>	<b>19.4%</b>

**Quick View of Disadvantaged Business Enterprise  
Certification Standards and Procedures**

- **Application request:**
  - Application received and logged in by EOEP
  - Applications picked up weekly by BECI
  - BECI logs in and reviews for missing documents
  - Certification process conducted and completed in a 20 to 45 day timeframe
- **Applicant information safeguarded:**
  - Exceptions: i.e., unless requested by subpoena, court order or required by law. Administrative or litigation process, etc.
  - Staff & board members are required to sign confidentiality statement
  - Violation of confidentiality rule warrants immediate termination
- **On-site review or telephone interview:**
  - All applicants
  - Reviews could include face-to-face interviews, scheduled or unannounced visit to job or facility sites, and inspection of relevant documents. Neutral parties from corporate, government and community volunteers may conduct site visits.
- **Certification Advisory Committee:**
  - This committee is anonymous – the anonymity safeguards the process
- **Findings and recommendation:**
  - Certification Processing Consultant
  - Executive Director
  - WBE, MBE & DVBE recommendations WBE, MBE & DVBE submitted to BECI Board of Directors for their endorsement
- **CPC analyzes ownership:**
  - Principle ownership
  - Holding assets
  - Community property
  - Inherited property
  - Proportional profits and risks
  - Joint ventures
    - Joint ventures cannot be certified, however, a JV relationship may result in the creation of a new business

- CPC analyzes control:
  - Principle of control
    - 100% - sole proprietorship
    - At least 51% - general partnership
      - The DBE applicant shall be the general partner, and if there is more than one general partner, he/she must be the managing general partner, of a limited partnership or limited liability partnership.
  - Leadership position
    - The DBE must serve as President or CEO or in the equivalent position with the applicant as shown in the applicant's organization documents.
  - Management and operational decisions
    - Industry business functions
      - Must be able to explain, understand and be knowledgeable of actual services, which are integral to and necessary for the performance of a contract.
- Debt – This can sometimes be a very complex area, it is scrutinized very carefully and the services of a subject matter expert (SME) may be secured.
- WBE, MBE & DVBE Mediation of Denials of Certification:
  - Every applicant has the right to request mediation services
    - Request must be submitted within 30 days of denial
    - Untimely request shall be rejected
    - Requestor will pay a mediation fee; BECI Board of Directors will set amount
- Reasons for WBE, MBE & DVBE Compliance Reviews and Decertification:
  - Cessation of business operation, including sale, exchange or transfer of ownership
  - Failure of the business to continue to meet the standards
  - Failure of refusal of the business to cooperate as described in certification procedures.
  - Failure to notify BECI within 30 days of change in status of ownership or control
  - Submission of any false or misleading information, or misrepresentation by omission, or any attempt to circumvent the standards.

# ***RESUME***

**Ruby J. Brooks**  
**10529 W. Caldwell Avenue**  
**Milwaukee, Wisconsin 53225**  
**Home: (414) 527-3340**  
**Office: (414) 540-9380**  
**Fax: 414-540-9382**

**Career Summary:** Highly motivated, with leadership skills and a consistent track record of reducing operating expenses. Proficient in developing, planning, organizing, and implementing ideas and programs that reflect significant contributions to corporate, and to small business growth and profitability.

**Summary of Qualifications:**

- Thirty years professional experience, with a master's degree in education
- Born leader; inspires others to work at their highest level
- Proven management skills and a record of accomplishments
- Highly creative and innovative, not afraid to take risk

**Professional Accomplishments:**

- Developed relationships with women and minority owned small business suppliers that were interested in conducting business with Corporate America.
- Nurtured, developed and prepared suppliers and buyers to conduct harmonious business relations that enhanced profitability for all involved.
- Presented motivational talks regarding "Procurement Business Networking" to SBA 8(A) clients, Wisconsin Suppliers Development Minority Business Management Seminar students, and State of Wisconsin Minority & Women contract suppliers in various forums.
- Executive Director/ CEO and Founder of Business Educational Consortium, Inc., a not-for-profit 501 (c) 3 organization that certifies women owned businesses of all ethnic groups as minority and/or women business enterprises.
- Representative for SBC/Ameritech as a business development director for the Wisconsin Region.
- Developed, implemented and coordinated educational programs with public and private schools throughout the State of Wisconsin, including more than 20 educational and technology-based programs delivered to over 100,00 students.
- Managed a staff of 30 associate employees: prepared financial data reflecting corporate revenues and expenses, managed the preparation and mailing of 1.5M customer telephone bills.
- President of SKIP, LLC (Shared Knowledge Is Power) a for-profit company that provides educational consulting and motivational speaking to various forums.
- Provider of DBE certification and recertification application processing for the City of Milwaukee.

#### **Employment History:**

1999-Present	Executive Director & CEO, Business Educational Consortium, Inc. <b>SBC/Ameritech</b>
1995-2000	Business Development Director, Supplier Diversity
1993-1995	Sales & Service Manager, Small Business Services
1989-1993	Educational Relations Director, External Affairs
1973-1989	Revenue & Disbursement Accounting, Wisconsin Bell/Ameritech

#### **Education:**

Bachelor of Arts, Professional Communications, Alverno College, Milwaukee, WI.  
May 1988

Master of Education, Ministry, Cardinal Stritch University, Milwaukee, WI.  
May 1999

#### **Honors & Awards:**

- **YWCA Leadership Award**
- **M/WBD Program Key of Distinction Award – Ameritech**
- **YMCA Black Achievers Award**
- **Small Business Administration Advocate for Minority Small Businesses**
- **Award of Merit, Wisconsin Supplier Development Council**

#### **Interests:**

- **Reading, Storytelling, Surfing the internet for information**

#### **Community/Educational Activities:**

- **1989–1995 Coordinator of Ameritech’s Partnership Schools Program with Milwaukee Public Schools**
- **1989–1995 Volunteer recruiter for Junior Achievement educational projects and funding raising efforts on behalf of Ameritech**
- **1989–1992 Board President - Milwaukee Spectrum, Girls alternative school**
- **Board Member - Hansberry Sands Theatre Company**
- **Board Member - Parents Anonymous**
- **1998-2000 Board Member – Wisconsin Women’s Business Initiative Corporation (WWBIC)**
- **1995-2000 Board Chairperson – Wisconsin Supplier Development Council**
- **Committee Member on Community Based Schools Committee – Alexander Graham Bell Middle School, Malcolm X Middle School, Allen Field Elementary and Story School**
- **Volunteer mentor at Malcolm X and Edison Middle School, volunteer tutor at Story School, Junior Achievement volunteer at Vincent High School and Thurston Woods Elementary School**

# ***CREDENTIALS***




**Skill Sets**

- **Administrative Skills**
  - Establish Plans – Realistic and effective in meeting goals, develops short and long-range plans that are appropriately comprehensive.
  - Works Efficiently – handles multiple demands, manages meetings effectively and allocates one's own time efficiently
  - Develop Systems and Processes – Identifies and implements effective processes and procedures accomplishing work.
- **Interpersonal Skills**
  - Leverages Networks – Identifies and cultivates relationships with key stakeholders representing a board range of functions and levels; uses informal networks to get things done.
  - Value diversity – Shows and fosters respect and appreciation for each person whatever that person's background, race, age, gender, disability, values, lifestyle perspectives, or interests; seeks to understand the worldview of others.
  - Displays Organizational Savvy – Develops effective give-and-take relationships with others; understands the agendas and perspectives of others; recognizes and effectively balances the interests and needs of one's own group with those of the broader organization
- **Communication Skills**
  - Speak Effectively – Speaks clearly and expresses self-well in-group and in on-to-one conversations.
  - Listens to Others – Actively attends to and conveys understanding of the comments and questions of others; listens well in a group.
  - Deliver Presentations – Prepares and delivers clear, smooth presentations; carries self well in a group.
- **Leadership Skills**
  - Provide Direction – Fosters the development of a common vision; provides clear direction and priorities; clarifies roles and responsibilities.
  - Leads courageously – Steps forward to address difficult issues; stands firm when necessary.
  - Fosters Teamwork – Builds effective teams committed to organizational goals.
  - Champion Change – Challenges the status quo and champions new initiatives, manages quality.
- **Thinking Skills**
  - Think Strategically – Considers a board range of internal and external factors when solving problems and making decisions, identifies critical, high pay-off strategies and prioritizes team efforts accordingly.

- Innovate – Generates new ideas; goes beyond the status quo; recognizes the need for new or modified approaches; brings perspectives and approaches together, combining them in creative ways.
- Use Sound Judgment – Makes timely and sound decisions; makes decisions under conditions of uncertainty.
- **Self-Management Skills**
  - Act with integrity – Demonstrates principled leadership and sound business ethics; shows consistency among principles, values, and behavior; builds trust with others through own authenticity and follow-through on commitments.
  - Develops Oneself – Learns from experience; actively pursues learning and self-development; seeks feedback and welcomes unsolicited feedback; modifies behavior in light of feedback.
  - Demonstrates Adaptability – Handles day-to-day work challenges confidently; is willing and able to adjust to multiple demands, shifting priorities, ambiguity, and rapid change; shows resilience in the face of constraints, frustrations, or adversity; demonstrates flexibility.



## **Training, Seminars, Workshops & Courses of Study**

- ✓ **Organizational Change (Theory & Application)**
- ✓ **Train-the-Trainer (Several sessions)**
- ✓ **Project Management Workshop (5 Days)**
- ✓ **Accounting for the Non-Accountant**
- ✓ **Business Plan Development**
- ✓ **The Nuts & Bolts Of Business (Seminar, 1-day)**
- ✓ **Starting Your Own Business (8 weeks)**
- ✓ **Customer Sales & Marketing**
- ✓ **Minority & Women Business Enterprise Certification Training (3 Days)**
- ✓ **Customer Service Consulting Training**
- ✓ **Microsoft Office**
  - **Word**
  - **Excel**
  - **Power Point**
- ✓ **Assertiveness Training For Women**
- ✓ **And more...**




**Business Educational Consortium, Inc.**

**BECI Pronounced "Becky"**  
**A Private Certification Agency**  
**"We Add Value To Your Business"**

**Defining BECI**




- ◆ **Who is BECI?**  
 BECI is a 501(c) 3 not-for-profit organization whose mission is to educate, analyze and certify the woman, minority and disabled veteran business to determine if the business meets all federal, state and or local requirements for WBE, MBE, DBE and DVBE certification required by private and public sector agencies.



**Program Research & Development**



National women's certification agencies

- Women's Business Enterprise National Council
  - WBENC located in New York
  - Midwest Affiliate: Women's Business Development Center (WBDC) located in Chicago
- National Women's Business Owners Council
  - NWBOC located in Florida
  - Midwest Affiliate: Majority Business Initiative (MBI) Located in Michigan




**Program Planning**

- ◆ **Program planning conducted January 1999 thru October 1999**
- ◆ **Standards and procedures developed**
- ◆ **501C 3 status applied for in October 1999 and approved in January 2000**
  - Doors open for business
- ◆ **Home based office thru April 2000**





**More Program Planning**

- ◆ **Budget**
  - \$20,000
- ◆ **Secure location- site selection**
  - 3718 W. Lancaster (NWSCDC)
  - 6618 N. Teutonia Avenue
  - Gray's Childcare & Conference Center

**Details**



- ◆ **Time Management**
  - 7 day work schedule
- ◆ **Secure office furniture**
- ◆ **Market Business to:**
  - SBC/Ameritech, Harley-Davidson
  - Northstar Print, Miller Brewery
  - SDC, MPS, MMSD, Dynegy
  - United Water, Alliant Energy
  - And U.S West, etc



## End Results

- ◆ Numerous Certification
  - WBE
  - MBE
  - DVBE
  - DBE application processing



# CITY OF MILWAUKEE



## **EQUAL OPPORTUNITIES ENTERPRISE PROGRAM**

Economic Development Committee Presentation

February 4, 2002

# HISTORICAL BACKGROUND

- In 1989, due to legal challenges Chapter 360 was revised changing the previous Minority and Women Business (M/WBE) program to the Disadvantaged Business Enterprise (DBE) Program.
  - ✍ Approved and signed by the Mayor and Common Council.
  - ✍ **18%** DBE participation requirement was established for all city departments.
- Prior to 2001, the Joint Certification Program (JCP) administered by Milwaukee County certified D/M/WBEs for the City, County, MMSD, MPS and MATC.
- In 2001, JCP discontinued, the City Of Milwaukee begins to administer its own Certification Program for DBE firms only.

# OVERVIEW OF THE PROGRAM

## MISSION:

To maximize small business participation in commodity procurement, construction, and professional services, thereby fostering small business development growth and contributing to the overall economic development of the City.

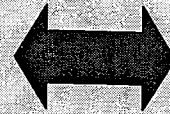
## STRATEGIES:

- Provide the maximum practical opportunity for increased participation by small businesses participating in commodity procurement, construction and professional services.
- Strengthen the communication network with the City's contracting departments and other entities.
- Provide technical and financial assistance to foster business development and growth.
- Work with community groups or agencies interested in spurring small business and economic development in the City.



# ACCOMPLISHMENTS FOR 2001

## Tasks Accomplished



## Benefits

- Streamlined Process
  - Decreased processing time for applicants
  - Development of certification standards
  - Development of internal system for notification of upcoming projects
  - Development of Projects pending on website
  - Development of on-line directory
- Provides simplified standards
  - Simplifies the certification process for small businesses
  - Provides structure and procedures for the program
  - Increases awareness of upcoming opportunities
  - Increased marketing of opportunities available with the City
  - Easy access for user departments and the private sector

# PROJECTED GOALS FOR 2002

## Goals for 2002

- Revise Chapter 360
- Development of newsletter
- Development of survey for firms
- Improve financial assistance programs
- Increase participation on State administered projects
- Development of partnership with HACM and Alverno College



## Benefits

- Strengthen and update the program
- Increase marketing of the program and contracting opportunities
- Increase involvement and direct feedback from firms
- Enhance financial resources
- Increase participation
- Research of comparable programs across the nation

# COMMONLY ASKED QUESTIONS

## 1. What is the criteria for certification as a Disadvantaged Business Enterprise (DBE)?

A firm that is 51% owned by an individual that has experienced difficulty in achieving business-related success and meets at least three of the following criteria **plus Economic Disadvantage:**

Disadvantage with respect to -

- ⊗ Education
- ⊗ Employment
- ⊗ Lack of Business Training
- ⊗ Social and
- ⊗ Residence or Business Location.

Continued .....

**2. Is there an application fee?**

Yes, 0.2% of gross sales. A minimum of \$50; not to exceed \$2,400 for an entity seeking certification or recertification. Certification is valid for three (3) years.

**3. How long does it take to get certified?**

30-45 Days from submission of completed application to include all supporting documents.

**4. Is there reciprocity with other governmental agencies?**

No.

**5. Does the City have a Minority and Women Business Enterprise Program?**

No. The City administers a Race and Gender neutral program.

**6. How is the City's certification program administered?**

It is administered by the City's Equal Opportunities Enterprise Program Staff and an outside consultant.