

Affirmative Market Program

Commonwealth of Massachusetts

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M/WBE TALK

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The FY03 AMP Annual Report
Is now available online at www.mass.gov/amp

Upcoming Events

AMP Coordinators FY05 Kickoff
Date: To Be Announced

AMP Vendor Procurement Workshop
Date: To Be Announced



Statewide Training And Resource Exposition
Centrum Centre, Worcester, MA
May 3 & 4, 2005
Market your business to state purchasers—Vendor Booths for eligible vendors will be available September 1, 2004
Visit www.mass.gov/STAR for more information.

The Director's Corner

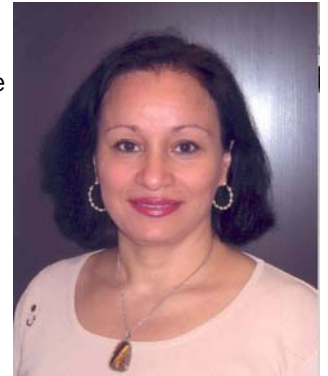
The AMP is the only program in the state whose mission is to work with SOMWBA certified minority and women-owned businesses to ensure participation in the state contracting system. The purpose of SOMWBA certification is to participate in the AMP. For example, as AMP director I work with nearly 100 department AMP Coordinators to establish spending benchmarks to encourage awarding contracts to M/WBE's and in meeting the objectives of Executive Order 390.

In FY04 the AMP sponsored two *Vendor Procurement Workshop Trainings* where nearly 100 vendors participated, topics covered included the state procurement process for commodity, services, construction and design contracts. The "Meet the Vendor Series" provided 12 M/WBEs the opportunity to lead presentations introducing their business at our AMP Department Coordinators monthly meetings. I met with 20 M/WBEs providing one-on-one technical and marketing assistance this fiscal year. These are three examples of successful AMP initiatives and how the AMP offers a forum and services to the certified vendor community.

The Affirmative Market Program is moving forward in closing out Fiscal Year 2004 by outlining reporting methodologies and timelines to participating departments and their AMP Department Coordinators for use of SOMWBA certified M/WBEs at prime contractor and subcontractor levels. In fiscal year 2003 we witnessed a nearly 15% increase of combined M/WBE statewide spending in the area of goods and services as compared to the previous fiscal year.

The AMP Team and I hope to continue the trend of annual statewide increased spending with our certified vendor community. This is the second fiscal year that we track subcontractor spend in department and statewide contracts. Subcontracting spending previously captured represented 8.5 % of MBE and 9.8% of WBE FY03 total AMP spending.

We anticipate the closing of fiscal year 2004 to be once again successful for achieving spending outcomes and in meeting program targets. We look forward to the challenges of fiscal year 2005 and to increasing opportunities statewide for the SOMWBA certified business community.



Monserrate Quinones
Executive Director

From the Board — *The following is reprint of the AMP Business Advisory Board's letter to the FY03 Annual Report*

On behalf of the Affirmative Market Program's (AMP) Business Advisory Board we are pleased to report on our activities and progress for Fiscal Year 2003. For FY03 the Board

worked closely with representatives from the Governor's Office, the Massachusetts Black Legislative Caucus, Monsi Quinones, the Executive Direc-

tor for the Affirmative Market Program (AMP), the State Purchasing Agent, staff from the

See "AMP Advisory Board Letter" continued page 4.

AMP Vendor Procurement Workshop - Doing Business with the Commonwealth.



Monserrate Quinones, Executive Director of the AMP Program, addresses participants of the AMP Procurement Vendor Workshop.

"I can accept failure, but I can't accept not trying."

~ Michael Jordan

Over 40 newly certified Minority and/or Women-Owned Businesses registered for the latest AMP Vendor Procurement Workshop which took place on April 13 from 9:30 a.m. to 1:00 p.m. on the 21st Floor of 1 Ashburton Place, Boston. The workshop began with an *Overview of the Affirmative Market Program/AMP Participation*, provided by Monserrate Quinones, Executive Director of the AMP Program. Monsi then talked about the three topics: *Marketing Your Business to De-*

partments, AMP Department Benchmarks- for spending with M/WBEs, and AMP Language on RFRs-AMP Plan Forms. The business owners that attended were then dispersed into two groups: "Goods and Services" and "Construction and Design".

Jeannie Campbell, Director of Quality Assurance and Training, OSD, headed up the Goods and Services session with presentations on *Commodities & Services Overview/Comm-PASS, Statewide Contracts-Strategies for Participation, and Request for Response Process (RFR) & Strategies.*

In a joint effort, Ripton Rowe, Compliance Officer, DCAM, and Miguel Fernandes, Director of Contract Compliance, MHD, conducted the Construction and Design session. Presentations included *Design Horizontal: MHD- Pre-qualification, Architectural Engineering Process, Vertical: DCAM- Design Process, Designer Selection Board, Specialized Services, Construction Horizontal: MHD-*

Bidding Opportunities, Publication, Pre-qualification, Access Bidding Documents, Vertical: DCAM- Introduction, Bidding Process, MBE-WBE Participation.

After a brief break, Bob Guinto, Director of Procurement, DSS provided a presentation on *Health and Human Services contracting, MSA's, POS's agreements.*

Feedback, in the form of participant surveys indicated that the training was right on target with what the attendees needed to understand the processes of doing business with the Commonwealth of Massachusetts.

If you were unable to attend this training, or are new to the SOWMBA-Certified business world and want to attend the next AMP Vendor Procurement Workshop, please check the *News and Updates* page of our website, www.mass.gov/amp. We plan to run another session in the fall, and will post information as soon as the date has been confirmed.

An AMP Success Story – Global Advanced Technology, Inc.

Global Advanced Technology, Inc. (GATI) incorporated in 1995, has been SOMWBA and DBE certified since 1997. GATI has been providing engineering and management services in the Telecommunication, Networking and Fault Tolerant Computing industries but it had not conducted business with the State of Massachusetts until late 2003.

In September 2003, the President of GATI, Shirley Young, realized that due to the downfall of telecomm and networking industries, GATI must refocus to stay afloat. GATI had added IT services as well as distributing computer supplies. GATI worked with AMP Director, Monsi Quinones and the assigned mentor, Pat Vacca, Board Member, New England Office Supply. GATI also worked with SBA SCORE advisor, Fred Larson. Monsi, Pat and Fred had been tremendously helpful with proposal strategies. Fred had worked tirelessly reviewing all proposals made by GATI. Victoria Mederos from the Executive Office of Health and Human Services had been working patiently and persistently to obtain a letter of interests from EOHHS IT Chief. GATI had submitted three proposals and had been awarded three contracts: Primary Contractor for 04-SHI-PLC, Services and Repairs to Programmable Logic Controllers, for the Secure Facilities Unit. Primary Contractor for 04-005, Computer Supplies, Parts and Accessories. AMP Partner to Uplinc Incorporated for ITC16, Hardware, Project Management, Integration, and Maintenance.

In January, GATI had performed services for two purchase orders from the Secure Facilities Unit, and had fixed a security control issues that had been a problem for one-and a-half years. The Commonwealth had taken advantage of GATI's Early Payment Discount. Both invoices were paid within ten days after the services were performed. Working with the Commonwealth takes tenacity and patience. GATI was fortunate to work with Monsi, who has great capacity for endless support and encouragement. The road up front is not all rosy, but it was a great start. Thank you AMP!



Shirley Young, President of Global Advanced Technology, Inc.
GATI is located at 24 Ladd's Way,
James Landing, Scituate, Massachusetts,
(781) 545-3546.

AMP Recognition Day Event—Thanks for a job well done!



The Department of Corrections Color Guard performs at the AMP Recognition Day.

On Tuesday, May 25, 2004 the AMP held the 4th Annual Affirmative Market Program Recognition Day Event in the Great Hall of the State House. Stakeholders represented at this year's event included MBEs, WBEs, AMP Coordinators, Department Heads, Elected Officials and members of the Legislature, Fiscal and Procurement staff, OSD-Procurement Management Team Leaders, Directors and other OSD staff, as well as, Leaders of Non-profit Organizations within the communities. The purpose of the event was to recognize and celebrate the many achievements made in fiscal year 2003 by Executive Branch Departments and the SOWMBA-Certified Vendor Community. The event also gave attendees the opportunity to meet and get to know each other better.

A moving performance by the Massachusetts State Color Guard opened the event. Songs performed by Officer Arthur Comer, were truly inspirational.

Support of the AMP Program was expressed by key figures in the Executive Branch and Legislature. We were honored to have Lt. Governor Kerry Healey, State Representatives Marie St. Fleur, Jeffrey Sanchez and Benjamin Swan,

speak of the continued commitment to the AMP.

For several years the Commonwealth has witnessed increases in spending with certified minority and women contractors, and this year end "thank you" was the perfect opportunity to showcase them. This year we were delighted to report that in FY03 we have tracked 16 million dollars of M/WBE subcontractor participation on State-wide Contracts, representing 8.5% of total AMP Goods and Services Expenditures statewide. In addition, we were also able to give departments nearly an 18 million dollar credit for use of WBEs subcontracts which is almost 10% of the total WBE AMP spending last fiscal year.

Last fiscal year OSD managed 55 statewide contracts which had M/WBE prime contractors. Participation of M/WBEs on State-wide Contracts has provided the opportunity for the certified vendor community to exhibit at the Statewide Training and Resources Exposition, otherwise known as "STAR". We had 40 certified vendors participate in STAR this year, with 9 being new exhibitors.

Because this was a day of appreciation to those who have helped to make the AMP a success, special awards were distributed in several categories. Individual Department Achievements were acknowledged in two categories:

- The *Benchmark Achievement Award*, for Increasing and exceeding benchmarks in FY03

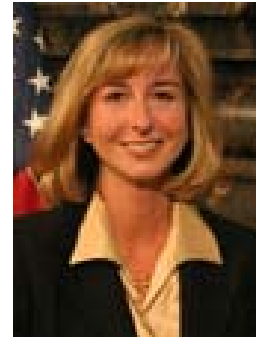
- The *AMP Department Achievement Award*, for meeting benchmarks for FY03

Both awards were distributed by M/WBEs, MBEs and WBEs.

Six outstanding individuals received the *AMP Coordinator Award for Excellence*. Dick Mordaunt, OSD, took home the single *AMP Outstanding Procurement Management Team Leader Award*.

The Vendor community was also included in the recognition via the *Vendors Best Performance Award*, given to five vendors who demonstrated professionalism and outstanding record of customer satisfaction in execution of state contracts in the category of Goods & Services for FY03.

The AMP would like to thank everyone who helped to make FY03 such a success and look forward to the many accomplishments we can make in FY04.



Lieutenant Governor Kerry Healey provided the Key Note Address at the AMP Recognition Day.



David Perini, Commissioner of the Division of Capital Asset Management speaks at the AMP Recognition Day.



Monserrate Quinones stands with State Purchasing Agent Philmore Anderson (far left) and other members of the AMP Advisory Board at the AMP Recognition Day.

AMP Advisory Board Letter *(Continued from page 1.)*

Operational Services Division (OSD), Department Coordinators and the State Office of Minority and Women Business Assistance (SOMWBA) certified vendor community to ensure that women and minority businesses have the opportunity to be awarded contracts in the state's contracting system.

The primary purpose of Executive Order 390 is to promote equality in the public market place and, to that end, to encourage the full participation of Minority and Women Owned Businesses (M/WBEs) in all areas of state contracting. In accordance with the Executive Order and working with the above mentioned individuals and entities, the Advisory Board strives in its efforts to increase participation. Additionally, we provide input to the Affirmative Market Program (AMP) that represents the interests of state certified businesses to assist state agencies with achieving their spending benchmarks.

We have made some great strides during FY03 and we continue to believe that with your ongoing help and support the AMP will continue to be a vital program within the Commonwealth. The millions of dollars the Commonwealth has spent doing business with women and minority businesses for goods and services, and construction and design contracts best highlights the results of our endless efforts. The state agencies that have contracted in these areas have been completely satisfied with the services they received and despite budget challenges over the past two years expenditures have increased with M/WBE's. Evidence that the AMP is a very essential program

with the Commonwealth.

The Board's initiatives for FY 2003 have included:

- Business to Business Mentoring Initiative
- Statewide Outreach to Legislatures and Elected Officials
- Education and Collaboration with AMP Coordinators, Department Heads and Certified Vendors to achieve or exceed spending benchmarks
- Analyzing the SOMWBA certified vendor pool to identify gaps in representation and opportunities for contracts
- Communication to increase feedback and input with AMP coordinators and Department Heads

The Mentoring Initiative was formed to aid state certified vendors understand the Commonwealth's contracting process and to help vendors obtain tools to assist in the bidding process and obtaining successful contracts. The Advisory Board works closely with AMP participating agencies to address concerns and provide feedback that positively impacts their decision making process as well as working with vendors to ensure excellent performance in the execution of state contracts.

The Board's Outreach Initiative has been very busy this past year meeting with many State Representatives and other elected officials to communicate the importance of our work. We have met with members of the Black Caucus, Representative St. Fleur, Senator Diane Wilkerson, Senator Jarret Barrios, Representative Gloria Fox, the Governor's office, and other elected officials to gain their support in our efforts to increase opportunities for women and minority businesses in Massachusetts. The Board is also seeking support in obtaining

funding as a budgeted line item to ensure the AMP's continued success.

We have collaborated with the AMP Coordinators and Department Heads to identify barriers and examine the challenges state agencies face in achieving their spending benchmarks with the available certified vendor pool. For example, the results of our recent survey revealed a lack of certified vendors in certain categories. The Board will continue to analyze this area of concern and work to increase participation from a qualified and diverse pool of certified vendors. The AMP Coordinators have provided many useful recommendations throughout the year. For example, it was recommended that OSD increase the number of M/WBE'S on statewide contracts, encourage more subcontracting activity, and consider adopting legislation that exempts a specific dollar amount (smaller amounts -i.e. \$2,500.) from purchasing through the statewide contracts with the exempt dollars being targeted for M/WBE vendor expenditures.

We value the input from the AMP Coordinators and will continue to work with them to improve the Commonwealth's Affirmative Market Program. On April 30, 2004, four Coordinators; Rochelle Brunson (DTA), Bernard Brown (Masshousing), Donald Gomes (DEP) and Bob Guinto (DSS), attended our bi-monthly Board meeting to discuss how the Board can better assist Departments and Coordinators in achieving the objectives of Executive Order 390 on behalf of the state agencies,

the vendors and the Commonwealth.

We will continue to collaborate with the AMP Coordinators, Department Heads, Legislatures and all elected officials, Operational Services Division, Monsi and the SOMWBA certified vendors to grow the Board and achieve our goal of increasing opportunities for women and minority businesses.

Thank you for allowing us the opportunity to address the initiative's of Executive Order 390.



State Purchasing Agent Philmore Anderson at the 4th Annual AMP Recognition Day

How to Reach Us...

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