



Affirmative Market Program

Commonwealth of Massachusetts

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M/WBE TALK

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This Issue...

- Director's Corner: FY05
Budget Highlights.....1
- Budget Initiative Update.....1
- A Job Well Done2
- Vendor Spotlight: Kelley Chun.....3
- New England Office Supply3
- M/WBE Partnerships: Arvest Press4
- City Lights Electrical.....4
- From the Board5

**See You In
September**

AMP Coordinator
Meetings are
completed for FY06.

The FY07 Kick Off /Vendor Networking Meeting will take place on September 19, 2006 in the Great Hall of the Mass. State House.
Details will be posted on our website soon.

The Director's Corner

The Commonwealth's Affirmative Market Program (AMP) is pleased to outline its successes for fiscal year 2005. The AMP team made up of its Business Advisory Board, Department Coordinators and Procurement Managers are committed to meeting and expanding program benchmarks for this year. Some program services and events included:

- 3 Vendor Procurement Educational Workshops
- The "Meet the Vendor" Program for Departments
- The Business to Business Mentoring Program for M/WBEs
- The Meet the M/WBE Vendor Fiscal Year Kick Off Statewide Event
- The Outreach Initiative for Public Officials and M/WBEs
- The One-On-One Vendor Assistance Program
- The AMP Legislative Breakfast



Monserrate Quinones
AMP Executive Director

All AMP Department Coordinators have been appointed to ensure effective implementation and management of this program addressing obstacles that impede the full participation of certified Minority- and Women-Owned Businesses in the state contracting system. The following accomplishments are noteworthy.

Minority-Owned Business Enterprises:

- The FY05 MBE Statewide Discretionary Budget for AMP participating state entities

(See "Director's Corner" continued on page 6.)

Budget Initiative Update... Legislators signing on to support AMP

—Janet Santa Anna, The Resource Connection

For the past two budget cycles several Legislators have joined forces with the Affirmative Market Program's Business Advisory Board (BAB) to help fund the Affirmative Market Program. Janet Santa Anna, a member of the BAB said, "The BAB is extremely grateful to Representative Ted Speliotis and Senator Bruce Tarr for taking the lead on sponsoring budget amendments." The AMP is also grateful to Representative Jeffrey Sanchez, Representative Cory Atkins, Representative Jennifer Callahan, Representative Mary Grant, and Representative Kathleen Teahan for co-sponsoring the Budget Amendment along with Rep. Speliotis. Senator Tarr is in the process of drafting an Amendment to the Senate Budget. As of today, Senator Scott Brown and Senator Harriette Chandler have agreed to co-sponsor. The Board is still actively calling on the Senate to support this Budget Amendment and we hope to have more co-sponsors joining Senator Tarr. Hopefully, the Amendment will get through this time.

Santa Anna has been heading up the budget initiative outreach efforts for the past two and half years. Working with all members of the AMP's BAB and the minority and women owned business community, they have made great strides in raising

(See "Budget Initiative Update" continued on page 2)



Monsi Quinones, AMP Executive Director with Members of the AMP Business Advisory Board. From left: Josie Haywood, Swapna Roy, Shirley Young, Arlene Harty, Monsi Quinones, Pat Vacca, Michael Kaye, and Marianne Cataldo who facilitated the 2nd Advanced Vendor Workshop .

***“Differences
can be a
strength.”***

~ Condoleezza
Rice

Budget Initiative Update—*Continued from page 1.*

awareness about the benefits of the AMP and in gaining the support of the Legislature. Several members of the BAB recently met with Secretary Thomas Trimarco, to explain that one of its greatest challenges is to educate the Legislature about the AMP and the important role it plays in assisting minority and women owned businesses throughout the state. Until now many Legislators didn't realize that the AMP is the only program that ensures that M/WBE's have the access and opportunity to do business with the state.

Executive Order 390 was enacted to eliminate the discrimination of minority and women owned businesses with regard to being included in the Commonwealth's procurement process. The AMP carries out this order by ensuring that M/WBE's have the opportunity to bid and be awarded

contracts with the state. Over the past five years, contracting with M/WBEs totaled over \$2 billion. The growth in expenditures with M/WBE's can be greatly attributed to Monsi Quinones, Executive Director of the AMP and OSD's outstanding work and dedication to the program. One of the ways Monsi ensures participation is by working directly with Department Heads and AMP coordinators making sure benchmarks for AMP spending are set and more importantly met.

The BAB will keep reaching out to the Legislature with the hope of getting the funding needed to keep this critical program going and growing. Our work is not done and we will continue reaching out to our elected officials and others to convince the Legislature to identify funds to keep the AMP moving forward.

Congratulations, for a Job Well Done!

We would like to acknowledge the following 11 departments who have both increased and exceeded their MBE and WBE Benchmarks for Fiscal Year 2005:

Chief Medical Examiner
Department of Conservation and Recreation
Department of Mental Retardation
Department of Social Services
Department of Youth Services
Executive Office for Administration and Finance
Executive Office of Health and Human Services
George Finegold Library
Massachusetts Aeronautics Commission
Office of Refugees and Immigrants
State Reclamation Board

Thank you for your dedication.

For additional FY05 State Department AMP information, be on the look out for the FY05 AMP Annual Report which will be available soon on our website: www.mass.gov/amp

Vendor Spotlight: Kelley Chunn & Associates - Providing Culturally Smart Strategies to Promote Social Change

Kelley Chunn is the principal of Kelley Chunn & Associates, a Boston-based 15 year old state certified (SOMWBA) consultancy, which specializes in multicultural and cause-related public relations and marketing. Chunn recently moved her office to the Roxbury Center for Arts Culture & Trade at Hibernian Hall near historic Dudley Square. The focus is on strategic communications planning, campaign development, media relations, community outreach, audience development, event management and training. Chunn campaigns have won recognition from the U.S. Surgeon General's Office for excellence in health marketing and from the Global Diversity Group for contributions to urban entrepreneurialism in New England.

Over the years, the Chunn team has worked with a broad range of non-profit, government and corporate clients including the Boston Empowerment Zone, Boston Neighborhood Network Television (BNN-TV), the Boston Redevelopment Authority, Harvard University's Arts & Civic Dialogue Project, the MA Department of Public Health, the MA Department of Education, the Boston Public Health Commission, the Dana Farber Cancer Institute, the National Institutes of Health, WGBH-TV, Staples, Inc., The Gillette Company, the FleetBank Women's Entrepreneurial Connection and the Democratic National Convention of 2004.

In addition, she has served as an Assistant Professor of public relations and marketing at Northeastern University; and worked as a news and public affairs writer and producer at TV network affiliates 4, 5, and 7 in Boston. Chunn also served senior communications specialist for MassHousing and as media consultant to the Nigerian government's National Television Authority in West Africa.



**Kelley Chunn, Principal of
Kelley Chunn & Associates,
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“Struggle is a never-ending process. Freedom is never really won; you earn it and win it in every generation.”

~ Coretta Scott King

New England Office Supply (NEOS)

— Patricia Vacca

Founded in 1993 through the successful merger of three companies, New England Office Supply (NEOS) is one of the area's leading sellers of office supplies, technology products and furniture. NEOS provides the public, private and government business community with business product solutions through their professional sales force, their own teleservice center and through business-to-business electronic commerce. The company is headquartered in Braintree, Massachusetts and has the capacity to deliver product next day nationwide.

New England Office Supply is a minority and woman-owned SOMWBA certified dealer that has been recognized by The Commonwealth of Massa-

chusetts with the 2001 and the 2003 Outstanding Performance Award, the 2001 Business Buy Recycled Award and the 2000 Affirmative Marketing Program Vendor of the Year.

When NEOS was founded thirteen years ago, the company had a small contract with the State and a staff of 25 people. Within the next two years NEOS was awarded two major contracts: one for office supplies (OFF01) and the other for furniture (OFF03). NEOS had one competitor on the office supply contract and it shared the furniture bid with many other vendors. Today, along with the furniture contract (OFF03), NEOS holds the statewide contract for office supplies (OFF19), has

over 1000 commercial customers. Doing business with the Commonwealth has contributed to NEOS' growth over the years. As a potential bidder for OFF19, NEOS was able to go head to head with several international competitors and win. NEOS is the only woman/ minority owned vendor in the nation to hold a statewide contract of this scope as a sole vendor.

The new statewide office supply contract has brought savings of over 30% to those executive departments and eligible entities using the contract. Changes in the prompt pay discount that NEOS offers on OFF19 have brought additional savings of \$38,000.00 back to the departments, bringing

even more value.

NEOS continues today to give back to the community by sponsoring the AMP Mentoring Initiative and by sitting on the AMP Business Advisory Board as a charter member. The success of NEOS as a small business in Massachusetts demonstrates that doing business with SOMWBA certified vendors is a benefit to the Commonwealth. Small businesses drive the economy of this State. Minority and woman owned businesses are a large part of the force that drives that growth.



**Michael Kaye, Arvest Press
Vice President, Sales & Marketing, 781-894-4844,
www.arvestpress.com**

"If you are ready to criticize a system, be equally ready to offer assistance to improve it."

~Armando Sanchez
Educator



**Maryanne Cataldo, Founder & CEO, City Lights Electrical Co., Inc., (617) 822-3300
www.citylightselectrical.com**

M/WBE Partnerships Saves Money and Improves Methods – Michael Kaye, Arvest Press

Arvest Press Commercial Printing Company, WBE (Women Business Enterprise), looks at each printing project for the State of Massachusetts as an opportunity to share its 20 years of experience to try to improve the method, increase the service or just plain save the agency money.

Recently two examples of this were with the Department of Fire Services and also the Registry of Motor Vehicles.

The Department of Fire Services produces a publication on a regular basis that had a certain size and format. The Arvest Press Team looked at the type of paper this was printed on, the size of the paper and the for-

mat. After analyzing what the Dept. of Fire Services wanted to do, Arvest Press presented different formats and methods of printing and binding this publication. The bottom line, Arvest Press cut the printing cost by more than 50%. The Department of Fire Services was extremely happy with the savings.

The Registry of Motor Vehicles previously printed a publication at the beginning of the fiscal year that was used for the next twelve months. After listening and understanding the needs of the agency and uses of this publication, Arvest Press presented a printing method to the Department where the publication will be printed every other month.

The results of this were twofold. First, from a cash flow basis, the State would be able to pay for this in six payments, spread out over the twelve month time period. The second result, which was even more important, was that as the laws were revised and updated, the publications were revised and updated for the next printing. This new method of printing kept the publications current with the laws for the entire year. This resulted in a publication that was more useful and always up to date.

City Lights Electrical Co.

Maryanne Cataldo, City Lights Electrical Co., Inc.

City Lights Electrical Co., Inc., a Women Business Enterprise and union contractor, was the low-bidder on the following Massachusetts government projects and is currently doing the electrical work to the satisfaction of the awarding authorities: The M.B.T.A. Automated Fare Collection, Phase 1 and 2; the M.B.T.A. Systemwide Radio Repair; the M.B.T.A. Cabot Substation; the M.W.R.A. Electrical Upgrade; the M.P.A. Logan Boutwell Building; the Wellesley Middle School; and the Coldicot Elementary School. We are proud to be of service to our state.

From the Board – Tom Simmons, Jackson & Company

The Affirmative Market Program's (AMP) Business Advisory Board hereby presents a report on its activities and progress for Fiscal Year 2005. During FY05 the Board continued to work closely with representatives from the Governor's Office, the Massachusetts Caucus of Women Legislators, the Massachusetts Black Legislative Caucus, Monsi Quinones, the Executive Director for the Affirmative Market Program (AMP), the State Purchasing Agent, staff from the Operational Services Division (OSD), AMP Department Coordinators and the certified vendor community to ensure that women and minority businesses not only have the opportunity to know about available contracts in the state's contracting system but that they also have the opportunity to bid on and be awarded these contracts.

Throughout fiscal year 2005 the Advisory Board worked to insure that the Affirmative Market Program persisted in its primary mission under the executive order to increase participation of all women and minorities in business within the procurement system. In our quest, we fully realize that without the continuous aid and support of all stakeholders mentioned above, the AMP could not achieve these important objec-

tives. In fact, the millions of dollars the Commonwealth currently spends doing business with women and minority businesses for goods, services, including health and human services, construction and design contracts are the best evidence of all our endless efforts.

We must insure that this Affirmative Market Program continues to represent the interests of all state certified businesses vis-à-vis its initiatives that support executive branch agencies in achieving their spending benchmarks. Some examples of the contributions and output executed by our Board in our efforts to maximize positive outcomes for the certified vendor community include the following.

AMP Business Advisory Board FY 05 Initiatives:

- **Outreach & Education**
Meeting with members of the Administration, Legislature (House & Senate) and Community Leaders
- **Funding the AMP**
Working with the Legislature to obtain program funding in the state budget
- **Statewide Events: Annual Legislative Breakfast**
In FY05 – Event was attended/ represented by 77

Legislators

- **Free Business to Business Mentoring Program**
To date over 70 M/ WBEs have been assisted
- **Advanced Vendor Training Workshop**
Sponsoring the Board led training for certified vendors
- **2nd Training** offered to 50 certified M/ WBEs familiar with state bidding process
- **Department Assistance**
Board participated in first Statewide Dept. Head Meeting Assisting Dept. AMP Coordinators in meeting fiscal year benchmarks

“The healthiest competition occurs when average people win by putting above average effort.”

~ Colin Powell



Operational Services Division Director of Training and Outreach, Barbara Miller (center) poses with several attendees at the AMP Vendor Training on May 4 at the Massachusetts Emergency Management Agency.

The Director's Corner (continued from page 1.)

was \$4,207,355,662, MBE spending of \$187,437,980 represents 4.46% of this total. Fifty-three of 82 Departments or 65% met MBE Goods and Services benchmarks for FY05.

- FY05 Subcontractor spending was \$25,746,513 or 13.74% out of \$187,437,980 total use of MBE vendors.

Women-Owned Business Enterprises:

- The FY05 WBE statewide discretionary budget for AMP participating state entities was \$4,207,355,662; WBE spending of \$204,234,687 represents 4.85% of this total in Goods and Services.
- The FY05 WBE spending of \$204,364,687 is a \$28,986,925 or 17% increase over the FY04 Spending of \$175,377,762.
- FY05 Subcontractor spending was \$29,635,495 or 14.51% out of \$204,234,687 total use of WBE vendors.

Combined M/WBE Spending for Goods & Services:

- The FY05 M/WBE combined statewide spending in the area of goods & services totaled \$391,672,667, an increase of \$23,946,967 or 6.51% over FY04 statewide spending.

Thank you for another successful year. I look forward to working together with each of you in FY06.



State Purchasing Agent Ellen Bickelman, State Senator Stanley C. Rosenberg and Janet Santa Anna, AMP Advisory Board at the 2nd Annual AMP Legislative Breakfast, November 29, 2005.

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Come visit us at
www.mass.gov/amp



Joan Matsumoto, of the Operational Services Division, provides an overview of the benefits of the Comm-PASS System at the January AMP Vendor Training Workshop.



Attendees of the recent AMP Vendor Training at the Mass. Emergency Management Agency Headquarters in Framingham. Gerry Scott, DMH, 2nd from right led the breakout session on "Contracting with Health and Human Services".