



# Affirmative Market Program

Commonwealth of Massachusetts

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## M/WBE TALK

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**Stay  
Tuned**

The Next AMP Vendor Workshop will take place in April, 2006

Date: To Be Announced  
Check our Website for Updates  
[www.mass.gov/amp](http://www.mass.gov/amp)

The FY05 AMP Annual Report will be published in the spring.

### The Director's Corner

The Affirmative Market Program's mission is to assist state certified minority- and woman-owned businesses (MBEs-WBEs) gain access to contracting opportunities with executive branch departments and other participating state entities. In so doing, we have developed programs targeted at maximizing use of M/WBEs in all procurement opportunities regardless of size of contracts.

So far this has been a very busy fiscal year for all AMP participants. I would like to share some highlights and points of interest to date. In September we held our annual Fiscal Year Kick-off titled "Meet the Vendor Event". Our key note speaker was the Honorable Lt. Governor Kerry Healey. Over 300 attended this event where M/WBEs had an opportunity to network with Department senior staff and prime contractors on statewide contacts. In addition, other AMP events and activities sponsored thus far include:

- ♦ AMP Vendor Procurement Workshop (October 2005)
- ♦ 2<sup>nd</sup> Annual AMP Board Legislative Breakfast (November 2005)
- ♦ AMP Board Led Advanced RFR Training (January 2006)
- ♦ The "Meet the Vendor" Program (ongoing)
- ♦ The Board Sponsored "M/WBE Mentoring Program" (ongoing)
- ♦ Monthly Department Coordinators' Meeting (ongoing)

All of our events have been highly supported by Department AMP Coordinators, and in collaboration with the Certified Vendor community, Dept. Heads including the State Purchasing Agent, and by Prime Contractors on statewide contracts

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



**Monseratte Quinones, AMP  
Executive Director with  
Lt. Governor Kerry Healey**

### AMP Presents to Caucus of Women Legislators

Thursday November 3, 2005, the Massachusetts Caucus of Women Legislators hosted an information session for legislators, aides, and members of the public to learn about the Affirmative Market Program (AMP).

AMP was established to promote equality in the state contracting market by ensuring full participation of minority and women owned business enterprises (M/WBEs) in all areas of state contracting including construction, design, goods, and services.

Attendees heard from Monsi Quinones, AMP Executive Director and AMP Business Advisory Board Members Josie Haywood, CEO, Executive Analytics & Design, Inc.; Patricia Vacca, Sales Manager, New England Office Supply; and Arlene Harty, National Sales Manager, Lasertone.

AMP works to:

- foster relationships between M/WBEs and state agencies
- enhance the utilization of M/WBEs within state contracting to facilitate their economic development; and

(See "Women Caucus" Continued on page 2)

## Legislative Outreach...

(Continued from page 1.)

- address obstacles to full participation of M/WBEs in the state procurement process in order to reflect the rich diversity of the citizens of the Commonwealth of Massachusetts

Since its inception in 1991, the Affirmative Market Program has made a great impact on the level of participation for minority and women businesses in state contracting. The M/WBE combined statewide goods and services AMP expenditures increased almost \$100 million from FY00-FY04.

The Affirmative

Market Program is the next step after M/WBE certification and provides training workshops, business to business mentoring services, the "Meet the Vendor" program and statewide events aimed at providing networking opportunities for vendors to develop partnerships and relationships to increase opportunities for contracting with state entities.

Each year the Caucus of Women Legislators invites dozens of state agencies and organizations to present information about their work to legislators and aides. This information allows the legislators and their staff members to

further assist their constituents.

Founded in 1970, the Massachusetts Caucus of Women Legislators is a bipartisan, bicameral group of female legislators which seeks to enhance the economic status and equality of women and to encourage and foster women in all levels of government. You can contact Erica Mattison, Executive Director at 617-722-2266 or via email at [ericamattison@state.ma.us](mailto:ericamattison@state.ma.us). For more information about the Caucus, please visit [www.masswomen.org](http://www.masswomen.org).

*"Sometimes the questions are complicated and the answers are simple."*

~ Dr. Suess

### Bloom Associates—AMP Success Story!

**- Debora Bloom Bloom, Principal, Debora Bloom Associates**

Does the annual AMP "Meet the Vendor Program" work? Yes it does! At last year's "Meet the Vendor Program," I met Anne McKenzie, the AMP Coordinator for the Group Insurance Commission (GIC). When she heard about the organization development, diversity, and training work of my company, Debora Bloom Associates, she put me in touch with her Director of Administrative Services, Marty Lydon. The agency had recently completed its training and development plan for the year and was looking for a consultant to help them meet their goals. Following conversations with Mr. Lydon and the Executive Director, Dolores Mitchell, I submitted a proposal which resulted in the GIC contracting with me to conduct an assessment, facilitate a senior staff planning process, and deliver workshops for the staff.

## Vendor Spotlight: G.A. Blanco and Sons, Inc.

- Steven Walsh, Contract Manager

G. A. Blanco and Sons, Inc. is a SOWMBA certified minority-owned business incorporated in the Commonwealth of Massachusetts for over 29 years. We are a distributor for all major manufacturers of toner cartridges, magnetic media, computer/data center furniture and ergonomic products.

Currently, we have three statewide contracts: OFF-16 for both new (O.E. M.) and compatible copier, laser and fax toners. Our ITC-08 contract is for a various assortment of technology peripherals, including data cartridges, monitors, CD/DVD drives, cables, PDA's, etc. Lastly, the OFF-03 contract consists of computer/data center furniture.

G. A. Blanco and Sons, Inc., supported by contract manager, Steven Walsh, has been on at least one state contract annually for the past 15 years. Our experience and dedication to servicing all state agencies and local government is unparalleled. This was demonstrated in our 2002 Outstanding Performance Award presented by Monsi Quinones at the State's Affirmative Market Programs Recognition Day. We service the entire Commonwealth supported by our two offices, one in Great Barrington, situated in Western Massachusetts, and the other in Wilmington, Massachusetts, just north of Boston.

I would like to take this opportunity to praise the efforts of a few key personnel that have made our business partnership with the Commonwealth such a success. First, Ellen Bickelman, the State Purchasing Agent, for her leadership within OSD and the AMP program. Next, we thank Monsi Quinones for her dedication and commitment to the AMP program. We also would like to commend Robert Guerard, Gloria Harris and Deborah Combra, all at OSD for their support and guidance throughout the years. Lastly, but certainly not least, thanks to all my current and past customers within the Commonwealth who have made G. A. Blanco and Sons, Inc. and the Affirmative Market Program so successful.

Please contact Steven Walsh directly at 508-331-2465 or [swalsh@gablanco.com](mailto:swalsh@gablanco.com) for any additional information or visit our website, [www.gablanco.com](http://www.gablanco.com). Our vendor code is: 6000062941.



*"Life is change.  
Growth is  
optional.  
Choose wisely."*

~ Anonymous

## AMP Vendor Trainings

Despite a last minute change of venue, from the Mass. Emergency Management Agency Headquarters to the State Police Barracks next door, the AMP Vendor Procurement Training was conducted on October 20, 2005 without a hitch. Over 45 attendees came to learn first hand how the Commonwealth's Procurement Process works. Both Goods and Services and Construction and Design were covered during the 3 1/2 hour training. Surveys conducted after the session indicated the Training was the perfect first step for newly certified M/WBE's towards getting a contract with the Commonwealth of Massachusetts. An Advanced RFR Training was offered in Boston on January 20th, 2006. 40 Attendees were educated about the Commonwealth's RFR Process by State Speakers and Members of the AMP Business Advisory Board.

The AMP will be offering its next training in Boston sometime this spring. Check our Website at [www.mass.gov/amp](http://www.mass.gov/amp) for updates.



Barbara Miller, Director Quality Assurance and Outreach speaks at the AMP Vendor Training held at the State Police Barracks in Framingham on October 20, 2005.



AMP Legislative Breakfast attendees: from left, Bryan Boyd (John Lenord), newly appointed Commissioner for Office for Mass Refugee and Immigrants, Pierre Imbert, Monsi Quinones, Robin Cohen-Almeida (Chameleon Consulting)

*"It's kind of fun to do the impossible."*

~ Walt Disney



Members of the AMP Business Advisory Board take a moment to smile for the camera prior to the 2nd Annual AMP Legislative Breakfast on Tuesday, November 20, 2005 in the Great Hall of the Massachusetts State House. (From left: Pat Vacca, Shirley Young, Arlene Harty, Robin Cohen-Almeida, Tom Simmons, and Swapan Roy).

## AMP Business Advisory Board Hosts 2<sup>nd</sup> Annual Legislative Breakfast

- Janet Santa Anna, The Resource Connection

The AMP Business Advisory Board (BAB) hosted the 2<sup>nd</sup> Annual Legislative Breakfast on Tuesday, November 29, 2005. Members of the BAB, Thomas M. Simmons of Jackson & Company and Janet Santa Anna of The Resource Connection served as the Masters of Ceremony. Tom provided opening remarks to approximately 100 attendees. Tom greeted representatives from over 20 State Legislative offices, Department representatives and many fellow minority and women owned business owners and representatives.

The purpose of the event was to provide a presentation on "The Role of Minority and Women-Owned Businesses in Massachusetts Economic Development. It was also an opportunity to educate all attendees about the importance of the AMP and the challenges we are facing trying to gain funding support.

The BAB was grateful for the Legislative Discussion led by Representative Speliotis, Senator Scott Brown, Representative Sanchez, Representative Atkins and Senator Tarr. It was clear that our Legislators are acutely aware of the

important role minority and women owned businesses play in Massachusetts's economic development. The Board was inspired by the positive comments and support they provided for the AMP.

Pat Vacca of New England Office Supply led the discussion by providing an overview of the mission of the AMP and highlighted the key initiatives of the BAB. Pat discussed the history of AMP, which began in 1996, as a result of Executive Order 390. She reminded attendees that the AMP was organized to eliminate discrimination of women and minority businesses with regard to participating in the state's procurement process.

Pat stated "The AMP has made a significant difference in the local economy by ensuring that M/WBE's have access and opportunity to do business with the Commonwealth." The AMP's BAB has focused the past year on mentoring programs, educational forums, outreach to the legislature, and engaging in ongoing communication and feedback from AMP Coordinators and Department Heads to address more efficient ways to promote AMP participation.

Janet Santa Anna led the discussion on the role M/WBE's have on economic development. Janet cited a recent study conducted by The Boston Business Collaborative, which revealed that Minority and Women Owned Businesses grew at a rate five times faster than the economy in general. Janet stated, "In recent years, Minority Owned Businesses generated 7 billion in revenues and Women Owned Businesses generated almost 17 billion in revenues.

Despite the impressive growth rate of M/WBE's there is still a disproportionate amount of attention given to the topic, barriers and the important role M/WBE's play in economic development. Additionally, statistics show that we remain underrepresented in the State's economy.

Several members of the BAB shared their success stories about how the AMP helped them understand how to bid on state contracts and how to maximize their business opportunities to do business with the state. We thank Shirley Young, Josie Haywood, Robin Cohen ALmeda, Swapan Roy and Daniel Carson for sharing their personal stories

( See " Legislative Breakfast" continued on page 5.)



**M/WBE Feedback — Jonilee C. Rossi, President & CEO, Daniel M. Landerfin, PRF24 Temporary Help Services Contract Manager, Nicholas J. Mace, Sr. Recruiter**

CQ Personnel, a SOMWBA-certified/WBE company, strongly supports the AMP and State Training and Resource (STAR) conventions. As you know, the AMP is the only program in the state whose mission is to work with certified minority and women owned businesses and executive branch departments to create and ensure procurement opportunities, which foster a diversified workforce in the Commonwealth. Like the Affirmative Market Program, CQ Personnel's own mission has been to support and encourage talent, promote diversity and create new opportunities. This mission, coupled with our tireless commitment to integrity and client service, has enabled us to consistently contribute to the goals of the AMP.

With STAR 2006 just around the corner, we would like to share with you a great success story of how you can gain new clients by attending this important event and by working with the AMP.

While sponsoring STAR 2004 we had the opportunity to network with hundreds of vendors that supply goods and services to the Commonwealth. We approached one particular vendor about using his services. While we were brainstorming, we explained that since 1987 CQ Personnel has specialized in the temporary and permanent placement of administrative and legal staff. Then, the AMP was discussed. We went on to explain the advantages of supporting the work of the AMP which ensures M/WBE's opportunities to participate in bidding and obtaining contracts with state agencies, and also explained the positive impact M/WBE's have on economic growth throughout Massachusetts. As a result of this powerful exchange of information, this vendor became an AMP Partner of ours.

Two years later, we continue to maintain a very large, and growing, multi-state contract with this client. This is just one of many successes we have experienced by both attending the STAR conventions and working with Monsi Quinones, Executive Director of the AMP. We encourage you to participate in as many events as possible and help in any way possible to grow this great program.

**\*CQ PERSONNEL IS A PRIME VENDOR FOR TEMPORARY HELP SERVICES CONTRACT PRF24**

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## Legislative Breakfast

(Continued from page 4.)

and for all their efforts on the Business Advisory Board.

Janet reviewed a map/fact sheet which lighted the number of minority and women owned firms and the of minority women owned firms within 187 municipalities. There were 776 minority and owned firms in total. She emphasized that the AMP is widespread and not limited to inner city businesses.

Over the past two year's the BAB has worked diligently on its outreach initiative to educate the Legislature and the M/WBE community about the AMP. We have made great strides in gaining the support of several key legislatures. Additionally, we have over 200 signatures of support from the M/WBE community to support the Budget initiative.

Janet expressed her gratitude to Representative Speliotis and Senator Tarr for taking the time to meet with her to understand the role of the AMP and our budget needs. Both Representative Speliotis and Senator Tarr led the charge to sponsor amendments in the supplemental budget. Representative Sanchez co-sponsored the most recent amendment. Senator Brown and Senator Wilkerson co-sponsored the senate amendment with Senator Tarr.

The BAB will continue to work on the Budget initiative with high hopes that we will obtain a line item in the Governor's budget for FY 2007.



Jonilee C. Rossi, President & CEO, CQ Personnel

***“Carve a tunnel of hope through the dark mountain of disappointment.”***

~ Martin Luther King, Jr.

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

looking for partnership opportunities with M/WBEs.

With contributions from Department Coordinators I am closing out tracking final expenditures with MBEs and WBEs for last fiscal year in the areas of commodities, services, construction and design. Preliminary analysis results in goods and services are very favorable such as:

- ♦ In FY05 there was a 281% increase in MBE Subcontractor use or \$2,409,501 additional spending in this subcontractor category compared to FY04.
- ♦ In FY05 there was a 12% increase in WBE Subcontractor use or \$ 77,930 additional spending in this subcontractor category in comparison to FY04.
- ♦ In FY 05 participating state agencies increased spending with women-owned businesses by more than 15% or over \$31 million over the previous fiscal year spending in the area of goods and services.

Outcomes of overall department performance with AMP benchmarks will be accessible via the FY05 Annual Report. In the spring this report will be available online in the program's website at [www.mass.gov/amp](http://www.mass.gov/amp) in the reports section. Please note that other helpful information in the website includes a contact list of coordinators, and a list of M/WBE vendors on statewide contracts both found in the "program participants" page as well as program events and newsletters posted in the "events and updates" page.

This fiscal year, consequently, we are also proud to report increases in M/WBE prime contractor activity on statewide contracts for example:

- ♦ In 1<sup>st</sup> Quarter of FY06 there were: 95 MBE & 167 WBE Prime Contractors on Statewide Contractors.

This shows an addition of 5 MBE Vendors or 6% increase, and 44 additional WBE Vendors or 36% increase in the first quarter of FY06.

As always, we continue striving to developing initiatives that enhance capacity building of small, minority, women and disadvantaged vendors through the Commonwealth's Affirmative Market Program either a prime vendors or subcontractors in all types of contracts. I am available to assist both departments and vendors in achieving our mission and program goals and look forward to ongoing successful endeavors for the remaining fiscal year.

### **How to Reach Us...**

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Come visit us at  
[www.mass.gov/amp](http://www.mass.gov/amp)



AMP Advisory Board Members who participated in the AMP presentation for the Mass Caucus of Women Legislators on November 3, 2005, at the State House.

From left to right: Nancy Connolly, Josie Haywood, Monsi Quinones, Patricia Vacca, Arlene Harty, Michael Kaye, Tom Simmons.