

# KUDOS Corner

Our hats are off to the following department and division for achieving SBE goals during the third quarter of FY05.

### Third Quarter 4/1/05 - 6/30/05

- Office of Equal Opportunity.....73.98%
- FD&O/Facility Services.....56.8%

The Office of Small Business Assistance thanks the following county staff who participated in the FY05 workshop series "Bids and Business in Palm Beach County, Roadmap to Progress."

#### ★ Purchasing Department:

- Kathy Scarlett, *Director*
- Patricia M. Wiltse, *Purchasing Manager*

#### ★ Facilities Development & Operations:

- Chauncey Taylor II, *Director, Facilities Services*
- Allan Dupee, *Manager*
- John Chesher, *Director, Capital Improvements*

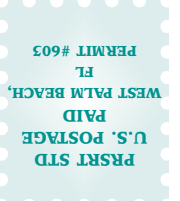
#### ★ Engineering:

- David L. Young, P.E., *Special Projects Manager*

#### ★ Water Utilities Department:

- Brian Shields, P.E., *Director of Capital Improvements*

This workshop series was so successful that in FY06 we've added two additional workshops for IT professionals focusing on procurement opportunities with Information Systems Services (ISS).



## The STAFF

**Hazel L. K. Oxendine,**  
Director

**Ronda Barto,**  
Senior Secretary

**Pamela A. P. Hart,**  
Program Coordinator

**Allen Gray,**  
Compliance Specialist

**Patricia Wilhelm,**  
Certification Specialist

**Vicki Hobbs,**  
Certification Technician



#### Palm Beach County Board of County Commissioners

- Tony Masilotti, *Chairman*
- Addie L. Greene, *Vice Chairperson*
- Karen T. Marcus
- Jeff Koons
- Warren H. Newell
- Mary McCarty
- Burt Aaronson

County Administrator  
Robert Weisman

Deputy County Administrator  
Verdenia C. Baker

Email questions & comments to  
[pahart@pbcgov.com](mailto:pahart@pbcgov.com)

50 South Military Trail, Suite 209  
West Palm Beach, FL 33415

Office Of Small Business Assistance  
Palm Beach County



# The BUSINESS Pulse

Fall 2005

## OSBA Initiatives

**Certification:** Since the beginning of the program in April 2003, Palm Beach County's Office of Small Business Assistance (OSBA) has increased the number of certified vendors to 541, a 76% increase over the 306 SBEs at the beginning of the program in April 2003. The monthly Open House for on-site certification, ongoing outreach activities, in-house projects such as the Belle Glade water utilities plant and Scripps have been contributing factors to the increased number of certified vendors in OSBA's database.

**OSBA's Professional Staff Development:** Due to the increasing number of new business start ups and continued support needed for established small business employers, the OSBA has teamed up with the U. S. Small Business Administration's Small Business Development Center to take advantage of professional development courses towards becoming certified business analysts. Recognition of staff achievements will be publicly noted in the November issue of The Business Pulse newsletter.

Allen Gray, Contract Compliance Specialist with the Office of Small Business Assistance, has been designated a Certified Compliance Administrator by the American Contract Compliance Association (ACCA).

**Interdepartmental Roundtable:** OSBA has initiated regular working sessions with county contracting departments to assist them in reaching their goals, benchmarking achievements and updating our office on upcoming projects throughout the County.

**Banking Consortium:** Regions Bank has officially become the seventh financial institution to participate in the County's Small Business Enterprise Banking Consortium. To date, about \$800,000 has been loaned to certified small business enterprises (SBEs) in Palm Beach County. **The founding members are:** Ameribank, BankAtlantic, BankUnited, Citibank, First National Bank and Trust Company, and Newtek Small Business Finance. The Banking Consortium is planning to hold a mini trade expo to introduce small businesses to the resources offered by each of the member banks.

**"Bids and Business in Palm Beach County - Roadmap to Progress":** OSBA has successfully launched a workshop series on the mechanics of doing business with Palm Beach County that are taught by county staff/decision makers. Starting in FY06 two additional workshops will focus on opportunities for IT businesses. These workshops are a top priority for business owners. See inside for details.

### OSBA Taking Steps To Get More Work for Small Business

The county has agreed to revisit the north, west, central and south county contracts for office supplies and toner that are "piggy backed" off the state contract; and the county's Information Systems Services (ISS) Department is revisiting its contracts with prime contractors and identifying potential business opportunities for local small businesses.

## The Mission

of the Office of Small Business Assistance (OSBA) is to provide county departments and local businesses with excellent customer service, professional assistance and technical responsiveness to promote the economic growth, expansion and increased productivity of small business enterprises in Palm Beach County in accordance with established compliance policies and guidelines.

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# Vendor in the SPOTLIGHT

## A "Sign" of the Times: BARON SIGN MANUFACTURING

**Baron Sign Manufacturing**, located in Lake Park, Florida, is yet another example of a firm that became certified as a Women's Business Enterprise in 1989, and is now a certified Small Business Enterprise.

**Sandra "Sandie" Foland, CEO**, is a woman who has a purpose and started out with big dreams and big ideas. She worked hard and was consistent with her formulas for success....produce a great product, hire and train community people, meet deadlines with a quality product, and most of all be part of the community.

The company is currently working on contracts to provide exclusive signage for 10 Tri-Rail Stations, Fort Lauderdale-Hollywood International Airport, Palm Beach International Airport, and Carnival Cruise Lines. Baron is also contracted to handle the signage needs for the expansion of the Broward General Medical Center in Fort Lauderdale. They are under contract for 11 high-rise residential and commercial projects with services ranging from design, fabrication, site plan review approval, permitting, and installation. Baron's products can be seen in the Esperante Building on Lakeview in West Palm Beach as well as Phillip's Point. Now construction has begun on the 38,250 square-foot building in Riviera Beach that will serve as its headquarters and primary location for its operations and the continued development of its products and services.

Baron Sign Manufacturing is receiving funding from Fidelity Bank & Trust and Palm Beach County's Economic Development Office for their expansion project. The new headquarters will be located on 13<sup>th</sup> Street, in close proximity to the Port of Palm Beach, a neighborhood that meets federal low and moderate-income standards. This is a pre-requisite to

funding requirements that will undoubtedly help to sustain the growth and development of the business. This area is also designated as a HUBZone and supports the marketing strategy Sandie has developed for Baron.

She apparently has made smart business decisions and has linked up with the right agencies that were willing and able to help her company move forward. Sandie quietly admits, "I went to every government and/or commercial institution that utilized signage. If they did not need to purchase right then, I found out what they needed and called back." The desire to succeed, diligence and excellent customer service comprised the necessary ingredients that helped her grow the business each year.



Last year, Baron Sign Manufacturing reported an increase in revenue to over \$4 million. Sandie strongly believes "the secret to Baron's success is excellent customer service and responding quickly to customer requests for their services." She enthusiastically participates as a volunteer with neighborhood organizations and emphatically states, "Responding to community service requests is a must. Baron's participation factors into the success of the business as the company extends a helping hand to local community based organizations." Sandie proudly states, "several of Baron's employees have been with us for up to 15 years and come from the surrounding neighborhoods."

The company has numerous small, minority, or disadvantaged business enterprise certifications that include, but are not limited to: Palm Beach County's Office of Small Business Assistance, State of Georgia, Washington, D.C., FDOT, Palm Tran, South Florida Regional Transportation Authority, Broward and Miami-Dade Counties. With these credentials, Baron looks forward to a promising future, in terms of growth, in their new Riviera Beach facility.

## Small Business Assistance Advisory Committee Member Highlights



**Scott Johnson** is the President of Johnson-Davis Inc., a Palm Beach County underground utility and heavy construction contractor headquartered in Lantana, Florida. The company was founded in 1977 as a family owned business and has grown to its current level of 175 employees.

From 1996 to 2003, Scott served on the Minority/Women Business Enterprise Advisory Committee as the representative for the Associated General Contractors (AGC). Since the inception of the SBE Program on April 1, 2003 Scott has continued to volunteer his time as AGC's representative on the Small Business Assistance Advisory Committee.

When he was voted in as the Advisory Committee's chairperson in 2004, Scott made it his duty to represent the construction industry with his honest opinions of business practices and the pressures of "Bid Day" compliance with the county's construction program.

Scott was proud of the construction industries' annual levels of M/WBE utilization in the former program and believes that the construction community will do equally well with the Palm Beach County Small Business program, tailored exclusively for businesses domiciled in Palm Beach County, as it continues to grow. Scott has stated "Construction activity in Palm Beach County is extremely active and there should be no shortage of opportunities for small businesses to participate in county contracts in the years to come."

During Scott's tenure as Chair he spearheaded review of such issues as the applicability of the Living Wage Ordinance and its effect on small businesses while also sharing the insight and experiences of a veteran contractor. He has been an instrumental sub-committee member working on issues such as the SBE Size standards, Scripps, and is responsible for conceptualizing the Trade Association Consortium.

Scott hopes to remain an active member of the SBA Advisory Committee as long as the AGC will allow him to represent their membership and he can afford to spend the time away from his duties at Johnson-Davis Inc.

## Special events CALENDAR

### ON-SITE CERTIFICATION

Our doors are open to small businesses. On the **second Tuesday** of each month from **9 a.m. to 4:30 p.m.** OSBA hosts an "Open House" at which time we perform on-site certification. Take advantage of the opportunity to have one-on-one meetings with the certification staff at OSBA's offices, 50 South Military Trail, Suite 209, in West Palm Beach.

Please call us at **561.616.6840** for more information or to schedule a session on "Doing Business with Palm Beach County."

If you can't visit us at our office, meet with us when we are in your neighborhood. OSBA staff conducts on-site certification at various Palm Beach County libraries. Please check our website for dates, times and locations. [www.pbcgov.com/osba](http://www.pbcgov.com/osba)

### "Bids and Business in Palm Beach County - Roadmap to Progress" WORKSHOP SERIES

In support of the theme "How To Do Business with Palm Beach County" the Office of Small Business Assistance developed this workshop series for small businesses seeking to do business with Palm Beach County. The Small Business Development Center's PTAC program provides a general overview of the bidding process to include an explanation of the different instruments used in the bidding process such as RFPs, RFSs, RFQs, and IFBs. You will meet and learn from Palm Beach County decision makers in Purchasing, Engineering, Water Utilities, and Facilities Development & Operations. County staff will present the mechanics of how their departments operate in Palm Beach County.

For IT professionals, the January 2006 and July 2006 workshops will be presented by county decision makers from Information System Services (ISS) and prime contractors who will discuss opportunities with them as well as explain their process for selecting subcontractors.

**If you are interested in identifying and responding to opportunities in procurement, professional services or construction, then these workshops are a "must" for you.**

|                                      |                         |
|--------------------------------------|-------------------------|
| <b>Wednesday, January 18, 2006</b>   | <b>IT Business Only</b> |
| <b>Wednesday, March 15, 2006</b>     |                         |
| <b>Wednesday, May 17, 2006</b>       |                         |
| <b>Wednesday, July 19, 2006</b>      | <b>IT Business Only</b> |
| <b>Wednesday, September 26, 2006</b> |                         |

**Unless stated otherwise, each of the workshops will be held:**

**2 p.m. to 4 p.m.**

**Clayton Hutcheson Cooperative Extension**

559 North Military Trail  
West Palm Beach, FL 33415

You may register by any one of the following ways:

**E-mail** your information to: [smallbiz@co.palm-beach.fl.us](mailto:smallbiz@co.palm-beach.fl.us)

**Fax** your information to the OSBA office at: **561-616-6850**, or

**Call** the OSBA office with your information at: **561-616-6840**

### The 21st Century Palm Beach County 2005 Economic Summit

*Now... it's your turn to become a part of the solution!* Mark your calendars now for **November 9-10, 2005**. Small businesses are invited to join government agencies, environmental organizations, educators and other community stakeholders such as biotechnology, aerospace, finance, information technology, and film and television organizations to plan for the economic future of Palm Beach County at the Palm Beach County Convention Center. The purpose of the 2005 Economic Summit is to establish future directions to ensure a strong, stable and diverse local economy.

Registration can be completed online by logging onto [www.pbcgov.com/economicssummit2005](http://www.pbcgov.com/economicssummit2005). The cost to participate is \$45 for advance registration or \$60 at the door. You may contact Pam Nolan at **561-355-3624** for additional information

### Helpful Hint

Oftentimes the Office of Small Business Assistance receives requests for a listing of prime contractors and information on construction activity in Palm Beach County. To identify major projects and the prime contractors who were awarded the projects please visit [www.fwdodge.com](http://www.fwdodge.com) or [www.construction.com](http://www.construction.com).

### Advisory Committee Update

On September 27, 2005 Palm Beach County's Board of County Commissioners approved the appointments of two new committee members: **Vernai Dantzler** who is a first time volunteer, and one returning member, **Elaine Taulé**.