

# Women/Minority Business Enterprise (W/MBE) and Small Business Enterprise (SBE) Vendor Day

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## Category

Contribution to the Advancement of Community, your entity or the  
Public Purchasing Process

Polk County Board of County Commissioners  
Purchasing Division  
March 5, 2010

As the Purchasing Division for the Polk County Board of County Commissioners with a budget of \$1.6 Billion, we are always looking for ways to foster successful relationships between Purchasing and the W/MBE and SBE business community. One of the recent initiatives was held on March 5, 2010 when we hosted our first annual “Women/Minority Business Enterprise (W/MBE) and Small Business Enterprise (SBE) Vendor Day”. This event was co-hosted by the Small Business Development Center and the County’s Office of Supplier Diversity.

The W/MBE & SBE Vendor Day was free to all vendors and covered subject matter such as: Insurance, Bonding, Estimating, and Business Tax Receipts. The Business Tax Receipts segment was presented by a representative from the Polk County Tax Collectors Office and all other segments were presented by local Minority Vendors specializing in that particular field. There was also a message from the County Manager to open the event as well as a “round table” discussion on the difficulties that W/MBE and SBE vendors are having in today’s bidding environment.

As with any event, there is always a curve-ball! We had advertised a segment on Workers Compensation and Drug-Free Workplace and 30 minutes before that speaker was to present, they called and cancelled. Fortunately, we were able to extend a break to allow for networking and move up one of the other segments. The extended network time was one of the highlights of the event.

## **Marketing**

Various methods of marketing were utilized to advertise this event. On January 27, 2010 the Purchasing Division sent email invitations to 1,940 W/MBE & SBE vendors. Of the 1,940 emails sent, 355 or 18.3% “bounced back” and did not go through to the recipient as intended. However, 598 or 37.7% of the emails were opened by the target audience. Letters and/or emails were also initiated by the Small Business Development Center and the Office of Supplier Diversity.

On Wednesday, March 3<sup>rd</sup> an article ran in a local Polk County newspaper, the Lakeland Ledger, and on Thursday, March 4<sup>th</sup> it was advertised on at least three (3) radio stations (WPCV, MAX98.3FM, and WSIR).

Flyers were also posted in the following places: Polk Count Administration Building elevators, Purchasing lobby, Office of Supplier Diversity lobby, and the Small Business Development Center.

### Registration

Although the event was free to all vendors, we did ask that they register ahead of the event. By 5:00 pm the day before the event there were 105 registrants whose ownership status could be broken down by the following:

# of Registrants	Women Owned	African American Owned	Hispanic American Owned	Asian American Owned	Native American Owned	Unidentified	Small Business	Non Profit
105	34	33	15	7	1	11	4	0
Percentage	32%	31%	14%	7%	1%	10%	4%	0%

### Attendance

Out of the 105 participants registered, 60 were in attendance. Out of those in attendance, 62% were located within Polk County. The company ownership status for those 60 participants broke down in the following way:

# of Attendees	Women Owned	African American Owned	Hispanic American Owned	Asian American Owned	Native American Owned	Unidentified	Small Business	Non Profit
60	18	19	11	2	2	4	3	1
Percentage	30%	32%	18%	3%	3%	7%	5%	2%

## **Vendor Response**

All of the vendors in attendance were very receptive to the event and look forward to attending in upcoming years. One of the things that they felt benefited them the most was the opportunity to network with other Small and Minority Businesses.

After the event each attendee was asked to complete a quick evaluation in order for us to judge the success of the event and better plan for future events. Of the 60 in attendance, 44 completed the evaluation form. The evaluation results are:

- 81% felt the subject matter met their needs
- 81% felt the event should be held semi-annually
- 82% felt the event was kept lively and interesting
- 75% were satisfied with the event overall

Many attendees completing the evaluation left their comments. Some of the comments were:

- Very good information - Times changed and there is so much involvement now. Meetings would be good to keep people informed of changes.
- The breakout sessions are specialized instead of general
- May I suggest doing general topics/networking early in the day and specialized topics later in the day
- Thank you for thinking of small women/minority owned business
- Great event, especially outreach to participation from us regarding our needs and questions
- This session was very beneficial to me. I learned quite a few things. Thank you.

## **Lessons Learned**

As with any good event there were lessons learned. Although many vendors were interested in this event being hosted semi-annually the future plan is to host it each March. We saw an approximate 40% reduction in attendees after the lunch break so we will also reduce the event to a ½ day, perhaps 8:00 am – 1:00 pm. Since one of the most well received ideas was the “networking” time allowed, we will incorporate more formal time to network in future events.

## **Summary**

In summary, although the event took a lot of preparation and planning, it was well worth it! All hosts, Purchasing, Small Business Development Center and the Office of Supplier Diversity were extremely satisfied with the opportunity to provide this service to our vendor community as it relates to small and minority businesses. All attendees felt it was worth their time and a good opportunity to meet with County representatives as well as each other. Polk County looks forward to continuing to make this event more successful each year.



Welcome to Polk County BoCC  
W/MBE Vendor Day  
March 5, 2010

Presented to you by:

Purchasing Division  
Small Business Development Center  
Office of Supplier Diversity



Thank you for attending!



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# business

THE LEDGER | WEDNESDAY, MARCH 3, 2010 | [WWW.THELEDGER.COM](http://WWW.THELEDGER.COM)

## briefings

[ BARTOW ]

### **Event for Minority, Women Vendors Planned**

All Women/Minority Business Enterprise Vendors who want to do business with Polk County are invited to a W/MBE Vendor Day hosted by Polk County Purchasing, the Small Business Development Center and the Office of Supplier Diversity. The event is free and will give attendees information about workers' compensation, drug-free workplaces and insurance/bonds requirements. The event also will cover what to consider when providing estimates and how to obtain appropriate business tax receipts. The event will be from 8 a.m. to 4 p.m. Friday at the W.H. Stuart Center, 1702 S. U.S. 17 in Bartow. For more information or to register, contact Rhonda Simmons at 863-534-5612 or [rhonda-simmons@polk-county.net](mailto:rhonda-simmons@polk-county.net).

## WMBE and SBE Vendor Day

**March 5, 2010**

Company Name	Attendee Name	Email	City/State	Phone	Classification	Attended
Urban Trust Bank	Pat Furnish	<a href="mailto:sstudt@urbantrustbank.com">sstudt@urbantrustbank.com</a>	Bartow, FL		African American	Yes
Flat Fee Tax Service	Laurisa Clay	<a href="mailto:info@myflatfeetaxes.com">info@myflatfeetaxes.com</a>	Bartow, FL	863-537-6290	African American	Yes
Day Break Tea Emporium	Altovise Davis	<a href="mailto:visewesi@yahoo.com">visewesi@yahoo.com</a>	Bartow, FL	863-944-1795	African American	Yes
Madrid Engineering	Cheryl Andrews	<a href="mailto:candrews@madridengineering.com">candrews@madridengineering.com</a>	Bartow, FL	863-533-9007	Hispanic American	Yes
Granger Maintenance and Construction	Lori Jeffcoat	<a href="mailto:lorijeffcoat@grangermaint.com">lorijeffcoat@grangermaint.com</a>	Bartow, FL	813-759-1788	Women Owned	Yes
Granger Maintenance and Construction	Cynthia Granger	<a href="mailto:lorijeffcoat@grangermaint.com">lorijeffcoat@grangermaint.com</a>	Bartow, FL	813-759-1788	Women Owned	Yes
In and Out Projects Corp	Orlando Arango	<a href="mailto:inandoutprojects@yahoo.com">inandoutprojects@yahoo.com</a>	Davenport, FL	305-494-4794	Women Owned	Yes
Kitto Sheds & Equipment	Jill Kittos	<a href="mailto:j.kitto@verizon.net">j.kitto@verizon.net</a>	Dundee, FL	863-438-0038	Women Owned	Yes
L. M. R. Construction, Inc.	Maria Montanez	<a href="mailto:lmr_montanez@hotmail.com">lmr_montanez@hotmail.com</a>	Frostproof, FL	863-635-4651	Hispanic American	Yes
L. M. R. Construction, Inc.	Jessica Montanez		Frostproof, FL	863-635-4651	Hispanic American	Yes
OnTime Lawn Maintenance	Willy Powell	<a href="mailto:ontimelawnmaint@gmail.com">ontimelawnmaint@gmail.com</a>	Lake Wales, FL	863-412-1559	African American	Yes
Ray & Sons Lawn Service	Ray Betrand	<a href="mailto:yardman0261@berizon.net">yardman0261@berizon.net</a>	Lake Wales, FL	863-605-1168	African American	Yes
Hampton Demolition	Dorothy Wilson	<a href="mailto:dorothyscottwilson@earthlink.net">dorothyscottwilson@earthlink.net</a>	Lake Wales, FL	863-287-7347	African American	Yes
Ridge Printing Company	Kris Bender	<a href="mailto:kris.ridge@verizon.net">kris.ridge@verizon.net</a>	Lake Wales, FL	863-676-5117	Women Owned	Yes
Kimbrough & Associates	Linda Kimbrough	<a href="mailto:kimbroughassociates@verizon.net">kimbroughassociates@verizon.net</a>	Lake Wales, FL	863-679-3896		Yes
AmeriCorps VISTA	Sharon Dukes	<a href="mailto:sharondukes@polk-county.net">sharondukes@polk-county.net</a>	Lakeland, FL	863-647-4035	African American	Yes
Electri-Comm, Inc.	Lester Oliver	<a href="mailto:oliver1946@tampabay.rr.com">oliver1946@tampabay.rr.com</a>	Lakeland, FL	407-466-3174	African American Male	Yes
ASC Geosciences, Inc	Shannon Stein	<a href="mailto:sstein@ascworld.net">sstein@ascworld.net</a>	Lakeland, FL	813-376-4651	Asian-Pacific	Yes
Hydrosolutions	Robert Beltran	<a href="mailto:rbeltrn@hydrosc.com">rbeltrn@hydrosc.com</a>	Lakeland, FL	863-559-2471	Hispanic American	Yes
BCI Engineers	Sherran Spurlock	<a href="mailto:sspurlock@bcieng.com">sspurlock@bcieng.com</a>	Lakeland, FL	863-667-2345	Small Business	Yes
GLT Total Office	Brenda Wise	<a href="mailto:bjw@gltooffice.com">bjw@gltooffice.com</a>	Lakeland, FL	863-686-1799	Women Owned	Yes
Compass Real Estate Consulting	Shawn Wilson	<a href="mailto:sedmai@aol.com">sedmai@aol.com</a>	Lakeland, FL	863-683-4116	Women Owned	Yes
Compass Real Estate Consulting	Kacie Elkins	<a href="mailto:kacie@shawnwilson.com">kacie@shawnwilson.com</a>	Lakeland, FL	863-683-4117	Women Owned	Yes
Any Lab Test Now	Deanna Riley	<a href="mailto:driley@anylabtestnow.com">driley@anylabtestnow.com</a>	Lakeland, FL	863-258-0880	Women Owned	Yes
Central Florida Safety Training Consultants	Lee Paxton	<a href="mailto:teamcfst@aol.com">teamcfst@aol.com</a>	Lakeland, FL	863-859-2018	Women Owned	Yes
Central Florida Safety Training Consultants	Jim Paxton	<a href="mailto:teamcfst@aol.com">teamcfst@aol.com</a>	Lakeland, FL	863-859-2018	Women Owned	Yes
Leap Ahead Professional Development	Julia Garrett	<a href="mailto:jegarre@tampabay.rr.com">jegarre@tampabay.rr.com</a>	Lakeland, FL	863-370-2154	Women Owned	Yes
Urban Trust Bank	Shannon Studt	<a href="mailto:sstudt@urbantrustbank.com">sstudt@urbantrustbank.com</a>	Lakeland/Bartow	863-904-4480	African American	Yes
D & A Building Services	Gisele Withrow	<a href="mailto:gisele@dabuildingservices.com">gisele@dabuildingservices.com</a>	Longwood, FL	407-831-5388	Hispanic American	Yes

## WMBE and SBE Vendor Day

**March 5, 2010**

Company Name	Attendee Name	Email	City/State	Phone	Classification	Attended
Florida Marketing	Nicole Korb	<a href="mailto:nicole@floridamarketing.com">nicole@floridamarketing.com</a>	Longwood, FL	407-834-3000	Women Owned	Yes
The Edge Worldwide	Georges Denis	<a href="mailto:infoedge2@yahoo.com">infoedge2@yahoo.com</a>	Mulberry, FL	863-934-5933	African American Female	Yes
Next Level Health Services	Marqus Johnson	<a href="mailto:marqusjohnsoninc@yahoo.com">marqusjohnsoninc@yahoo.com</a>	Mulberry, FL	813-545-9527	African American Male	Yes
Clark Environmental	Beth Clark	<a href="mailto:bclark@clarkenvironmental.com">bclark@clarkenvironmental.com</a>	Mulberry, FL	863-425-4884	Women Owned	Yes
Barnes, Ferland & Assoc	Willie Thomas	<a href="mailto:thomas@bfaenvironmental.com">thomas@bfaenvironmental.com</a>	Orlando, FL	407-896-8608	African American	Yes
Aquatic Landscape & Irrigation	Isaac Edwards	<a href="mailto:aquaticl@aol.com">aquaticl@aol.com</a>	Orlando, FL	407-745-0783	African American	Yes
C.T. Hsu & Associates	C T Hsu	<a href="mailto:w.javaheri@cthsu.com">w.javaheri@cthsu.com</a>	Orlando, FL	407-423-0098	Asian American	Yes
AXIS Business	Laura Ferreira	<a href="mailto:lferreira@asixorlando.com">lferreira@asixorlando.com</a>	Orlando, FL	407-351-0232	Small Business	Yes
Geotechnical & Environmental Consultants, Inc.	Dan Stanfill, P.E.	<a href="mailto:aaschwartz@g-e-c.com">aaschwartz@g-e-c.com</a>	Orlando, FL	407-898-1818 x 122	Small Business	Yes
CIRSCO	Sandra Fernandez-Lopez	<a href="mailto:sflopez@cirSCO.com">sflopez@cirSCO.com</a>	Riverview, FL	813-740-8080	Hispanic American	Yes
Meryman Environmental	Mona Francis	<a href="mailto:meryman@merymanenvironmental.com">meryman@merymanenvironmental.com</a>	Riverview, FL	813-626-9551	Native American	Yes
Meryman Environmental	Jennifer Ascani	<a href="mailto:meryman@merymanenvironmental.com">meryman@merymanenvironmental.com</a>	Riverview, FL	813-626-9551	Native American	Yes
Ariel Business Group	Oretha Pope	<a href="mailto:orethapopejr@hotmail.com">orethapopejr@hotmail.com</a>	Tampa, FL	813-207-0003	African American	Yes
Chameleon Custom Solutions	Corey King	<a href="mailto:coreyking@chameleon-cs.com">coreyking@chameleon-cs.com</a>	Tampa, FL	813-865-9600	African American	Yes
Interbay Air Compressors	Mr. Shannon Kirkconnell	<a href="mailto:shanon@ibacinc.com">shanon@ibacinc.com</a>	Tampa, FL	813-831-8213	Hispanic American	Yes
Chinchi's Janitorial Services, Inc.	Gladys Chinchilla	<a href="mailto:chinchisj45@yahoo.com">chinchisj45@yahoo.com</a>	Tampa, FL	813-932-5529	Hispanic American	Yes
Chinchi's Janitorial Services, Inc.	Victor Chinchilla	<a href="mailto:chinchisj45@yahoo.com">chinchisj45@yahoo.com</a>	Tampa, FL	813-932-5529	Hispanic American	Yes
Chinchi's Janitorial Services, Inc.	Maria Torres	<a href="mailto:chinchisj45@yahoo.com">chinchisj45@yahoo.com</a>	Tampa, FL	813-932-5529	Hispanic American	Yes
HBIF	Garycely Yulfo	<a href="mailto:gyulfo@hbifflorida.org">gyulfo@hbifflorida.org</a>	Tampa, FL	813-980-2765	Non-Profit	Yes
C & P Solutions	Glynis Ross-Munro	<a href="mailto:glynis@c-psolutions.com">glynis@c-psolutions.com</a>	Tampa, FL	813-598-9180	Women Owned	Yes
One Source Contracting	Eugene Smiley	<a href="mailto:eugenesmiley@gmail.com">eugenesmiley@gmail.com</a>	Tarpon Springs, FL	386-316-5020	African American	Yes
Diaz-Fritz Isabel	Scott Isabel	<a href="mailto:sisabel@diazfritz.com">sisabel@diazfritz.com</a>	Temple Terrace, FL	813-254-0072	Hispanic American / Male	Yes
Garfield's Cleaning Services	Garfield Richardson	<a href="mailto:erich735@gmail.com">erich735@gmail.com</a>	Winter Haven, FL	863-206-3144	African American	Yes
Visions of Sound	Mike Richardson	<a href="mailto:richardsonsavi@yahoo.com">richardsonsavi@yahoo.com</a>	Winter Haven, FL	863-289-1550	African American	Yes
AICU Spy Shop	Jose Mandry	<a href="mailto:jim2527@yahoo.com">jim2527@yahoo.com</a>	Winter Haven, FL	863-412-6315	African American	Yes
United Energy LLC	Judy Howell	<a href="mailto:jhowell@unitedenergywmbe.com">jhowell@unitedenergywmbe.com</a>	Winter Haven, FL	863-299-9465	Women Owned	Yes
Phoenix Graphics	Bonnie Liss	<a href="mailto:phnxgrphx@aol.com">phnxgrphx@aol.com</a>	Winter Haven, FL	863-294-7083		Yes
Vanson Enterprises, Inc.	Richard Loft	<a href="mailto:rhonda@vanson.net">rhonda@vanson.net</a>	Winter Park, FL	407-647-2334 or 407-466-6580	Women Owned	Yes
Specialty Allocations	Michele Earney	<a href="mailto:michele@specialtyallocations.com">michele@specialtyallocations.com</a>	Winter Springs, FL	321-244-2555	Women Owned	Yes
Armor Shield	Pat Lichtle	<a href="mailto:jplichtle@aol.com">jplichtle@aol.com</a>		863-422-0347		Yes
CRAC	Sheila Rios					Yes

## W/MBE and SBE Vendor Day Survey

To what extent did the subject matter meet your needs?	Holding they type of event semi-annually would meet your needs?	How well was the event kept alive and interesting	Overall rating of the event	Would you be interested in further training?	How did you hear of this event	Additional Comments
4	5	5	5	Yes	Email	Registered as a WMBE - The edge Worldwde
5	5	5	5	Yes	Friend	
5	3	4		Yes	Newspaper - Ledger/Newschief	Very good information - Times changed and there is so much involvement now. Meetings would be good to keep people informed of changes.
2	3	1	2	Yes	Email	I think having end users/departments part of this day would have been helpful. I'm glad you worked in networking time
4	4	4	4	Yes	Email	The breakout sessions are specialized instead of general. May I suggest doing general topics/networking early in the day, and specialized topics later in the day.
5	5	5		Yes	Email	
4	4	5	4		Email	
4	4	4	4	No	Email	
5	4	4	5		Email	Really enjoyed the opportunity to network
4	5	5	5	Yes	Email	Thank you for thinking of small women/minority owned business
5	5	5	5			
3	2	3	4	Yes	Phone	
3	4	4	4	Yes	Email	
4	5	3	4	Yes	Email from County	
5	5	3	4	Yes	Online Site	It was great for vendors doing business with the county, but I do not fall in the category. Good idea for networking
3	3	3	3	Yes	Email	Healthy choices for refreshments, fruits would have been nice. Very informative. More networking time
4	4	5	5	No	Email	Great event, especially outreach to participation from us regarding our needs and questions.
4	4	5	4	No		
4	4	4	4	Yes		

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3	4	4		No	Email	I think its great to offer this to the local small companies. I learned a little bit more about Polk County. Thanks.
4	4	4	4	Yes	Friend	
4	5	4	4	Yes	Email	Very Good Speaker
5	5	5	5		Email	
4	4	4	4	Yes	Email	The speakers spoke in a way that was easy to understand
2	4	2	4	No	Email	It was very interesting
4	4	4	4			
5	5	5		Yes	Flyer and Newspaper	Very informative, met companies and probabl would never have met. Thank you for this seminar.
5	5	5	5	Yes	Email	
4	5	4	5	Yes	A great Friend	If anymore events or contracts bids please contat me at firstmagictouch@yahoo.com. I wanna thank the people who came up with Vendors day. I'm grateful for the information that was taught to me today. Marvin or Cindy at that email address. Thank you!
4	3	4	4	Yes	Email	Good job - very important. Suggestion: better info on speakers and handouts from speakers Excellent speakers - but we are not all general contractors.
5	5	5	5	Yes	Email	
4	4	4	4	Yes	Email	The speaker on bidding was extremely interesting and helpful
4	3	4	4	Yes	Polk County Website	Nujak was excellent - kept the interest even though his information didn't apply to my situtation. Roundtable discussion gave excellent insight even though there were no additional questions. Insurance and bonding was interesting but a little long.

## W/MBE and SBE Vendor Day Survey

To what extent did the subject matter meet your needs?	Holding they type of event semi-annually would meet your needs?	How well was the event kept alive and interesting	Overall rating of the event	Would you be interested in further training?	How did you hear of this event	Additional Comments
4	2	4	5	Yes	Email	Very Good. Thank you. I stayed the whole time but maybe consider a 1/2 day to get greater attendance.
					Polk County Purchasin	I enjoyed it very much
5	5	5	5	Yes	Email from County	This session was very beneficial to me. I learned quite a few things. Thank you.
5	5	4	5	Yes	Email from County	
3	4	3	4	Yes	Received letter in mail	
4	3	3	3	Yes	Email	Would like to see type of business each person represented
5	5	5	5	Yes	Email	Excellent Topics and Speakers
5	4	5	5	Yes	Email	To whom ever came up with the idea of vendors day is brilliant and I appericate them reaching out to the small busiesses. I don't know of any other County that has reached out in this manner. Thank you. Isaac Edwards - aquaticlanscape & Irrigation
5	5	5	5	Yes	Email	It was a great event. Thank you for inviting In and Out Projects Corp. Thank you.
3	2	5	5	No	Email	Some fruit would be nice change from the sweets for refreshments.
3	4	4	4	Yes		
3	3	3	3	Yes		



# Compass Real Estate Consulting, Inc.

625 East Lime Street • Suite 2 • Lakeland, Florida 33801  
Post Office Box 2363 • Lakeland, Florida 33806

March 8, 2010

Audry Reeves  
Purchasing Director  
Polk County Purchasing Division  
2470 Clower Lane  
Bartow, Florida 33830

Dear Audry:

Just a note to thank you again for organizing the W/MBE conference on Friday. Kacie Elkins and I appreciated the opportunity to learn more about Polk County's procedures and policies, and to meet some of the people that we know only through emails.

We appreciate your support of small business, and local business!

Sincerely,

Shawn Wilson

RECEIVED  
2010 MAR -9 AM 11:21  
PURCHASING DEPARTMENT