



State OMWBE Distributes Info on Stimulus Contracts

When President Obama and Congress enacted the \$787 billion American Recovery and Reinvestment Act (ARRA) of 2009, the President made a point of describing his intention to use some of the economic stimulus funding to support small business and disadvantaged business enterprises. Gov. Chris Gregoire shares that commitment and is leveraging the outreach capabilities of the state Office of Minority and Women's Business Enterprises (OMWBE) to distribute all RFPs, contract bid notices and other business opportunities.

In a memo to cabinet level agencies, Gregoire directed them to forward ARRA opportunities to OMWBE.

"OMWBE is pleased to be a vital part of how information is disseminated to certified minority and women business enterprises," said OMWBE Director Cynthia Cooper. "ARRA presents a once-in-a-generation federal investment in

transportation, energy, and infrastructure systems, and with it comes the opportunity to use it as a catalyst for economic development. It is crucial that MWBEs are a part of contracts let under this authority."

Tabor 100 has posted a direct link to this information on www.tabor100.org under the Business Resources Link.

OMWBE says its efforts will be on several fronts:

1. Get contract opportunities and information posted on our web site in a timely manner.
2. Certify more minority and women businesses for ARRA work quickly.
3. Work with state agencies receiving ARRA funds to incorporate MWBEs into subcontracts for larger prime awards.
4. Work with partner organizations such as Tabor 100 to get the word out.



Tabor Board of Directors

Tabor Leadership Grows with Mitchell, Randall and Sims Joining Board

The Tabor Board of Directors has welcomed three new officers.

Richard Mitchell will step in as Government Affairs Chair.



Mitchell

Mitchell is the former general counsel to Governor Christine Gregorie, where he provided advice to Washington's chief executive officer and her staff on a wide range of issues. He has handled mediations and arbitrations, and all phases of litigation in real estate, design, construction, and commercial contracts, and advises clients on a

wide range of real estate and development needs.

Tabor's Government Affairs Committee is membership's liaison with business and legislative organizations. It works to build collaborative relationships with our legislators and government officials and involves members in policy and decision-making that impact our ability to build our businesses and bring education and social equity to our communities.

Mitchell's legal practice concentrates on real estate, land use, design and construction law, with an emphasis on representing owners and developers in

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How to find out more

If you have questions, OMWBE Director Cynthia Cooper may be reached by phone at (360) 753-9679 or at cynthiac@omwbe.wa.gov.

To see ARRA opportunities go to the Tabor web site's Business Resources page and then select Economic Recovery Resources or go to

www.omwbe.wa.gov/opportunities/index.shtml

Campaign Sheds Light on Marketing



Cal Shirley

Marketing in a tough economy is a real challenge. You need to stand out, but you also need to make sure your programs communicate real, lasting value. How, though, to break through the clutter, but drive the key messages that will motivate consumers to take action?

For Puget Sound Energy, our solution was to get out of our usual comfort zone, but at the same time to underscore some basic, pocketbook benefits of our energy efficiency programs. Our answer was to Rock the Bulb, a summer-long series of retail events, contests and volunteer opportunities in more than 20 communities designed to inspire homeowners to try today's energy efficient products.

My division promotes energy efficient products and behavior, a cornerstone being homeowner incentives for energy-saving compact fluorescent light (CFL) bulbs. Last year we hit an impressive milestone: 10 million CFL bulbs distributed, or an average of 10 per PSE electric customer.

But how do we get to the next level? My lighting team looked at industry data and found that even though we average 10 CFL bulbs per household, those bulbs account for less than half the average number of sockets. We also determined that we needed to be sure our program information was accessible to all populations.

The result was Rock the Bulb, a highly-visible campaign to teach consumers about the benefits of energy efficiency while making sure that language would not be a barrier to participation. Our goals are ambitious: to distribute 400,000 energy-saving CFL bulbs to PSE customers, which we expect to push PSE's total number of CFL bulbs in service to more 11 million – or an increase in market penetration by 10 percent in one year. Combined, these 400,000 CFLs will save our customers \$17 million in energy costs and cut greenhouse gas emissions by more than 101 million pounds.

Several components were developed to engage our customers, ranging from contests where homeowners can earn points for saving energy, to family-oriented events and volunteerism through a partnership with Project Porchlight, a nonprofit organization that recruits community volunteers to deliver CFL bulbs door-to-door in their neighborhood. This will greatly increase our contact with custom-

ers who are non-English speakers or who are members of underserved groups, and will allow their own community to deliver the conservation message.

So far, we're off to a good start! At our first weekend event in Renton, 30 volunteers went door-to-door, 600 customers came to the event and more than 5,000 CFL bulbs were put in service. Media attention has also been impressive, with coverage from all of the area's television news stations, as well as many of the radio stations and newspapers.

Ultimately, though, we live in a back-to-basics era, and the success of this program will depend upon our ability to help our customers save money by reducing their energy costs. While this campaign stretches our marketing comfort zone, its core message – that energy efficiency benefits our customers and the environment – is right in our strike zone.

Breaking through the clutter in a saturated media environment is vital, delivering on the promise of your message is essential. I'm confident Rock the Bulb will do both.



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their real estate needs from acquisition and development to occupation and sale.



Randall

Lance Randall will lead the Public Affairs Committee. He is the business relations manager for Seattle's Office of Economic

Development. With over 16 years experience in politics and economic development, Randall has a wealth of knowledge on how the public and private sector interact when it comes to economic development.

The Public Affairs Committee provides the marketing and technology capabilities to promote Tabor 100 communications. Responsible for maintaining and publishing the Tabor 100 web site and newsletter.

Having worked in management positions for a mayor, a state representative, a U.S. Congressman and a chamber of commerce, Randall has been able to foster partnerships between government and private business that have resulted in more favorable business climates with mutual benefits. He is credited with two awards for his work in economic development: the 2000 Robert B. Cassell Student Leadership Award, and the 2001 Georgia Economic Developers Association Service to Existing Industry Award.

Keith Sims will lead Tabor's Fund Development Committee. The committee is responsible for developing fundraising strategies and seeking charitable donations and grants to support Tabor 100 activities and programs.

Look for a profile of Sims in a future issue of the Tabor Business Journal.



Sponsor Spotlight: Turner Construction

Company places high value on building relationships

Turner Construction Company provides building services to leading developers, local corporations and other institutions that recognize the value of a partner who works diligently and creatively to find the best solution for their unique project.

From award-winning sports arenas to world-class health-science facilities and educational landmarks, Turner has built, expanded or renovated many of Seattle's signature buildings. These projects include renovating the Seattle Aquarium, constructing Qwest Field & Exhibition Center, expanding Harborview Medical Center and much more.

Turner's Seattle office, established in 1976, provides localized general contracting and construction management services for the Puget Sound market. The Turner-service difference is an integrated project approach, combined with open communication and comprehensive quality control activities performed throughout a project.

Annually its Seattle office completes an average of \$500 million in project volume and over \$9 billion nationally.

As the first major builder in the nation to establish a Community Affairs department, Turner has created industry-specific outreach programs,



Photo courtesy Ruby Jones/Turner Construction

including the Turner School of Construction Management and YouthForce 2020 to enhance the lives of business owners and young people alike.

Additionally, Turner has a long history of working with minority, women and emerging small business firms (M/W/ESB). Through collaborative efforts between its Community Affairs, Purchasing and Business Development Departments, Turner seeks

to expand the utilization of M/W/ESB firms on all projects to help them become more stable, successful and competitive members of the business community.

Turner also recognizes that their primary asset is people. Their focus on developing their people enables them to apply exceptional talent in serving clients, and to build the best teams in the business.

Tabor Promotes Community Change Through Scholarships

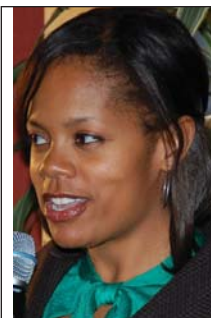
Each year members of the Tabor 100 Education Committee deliver good news to aspiring college students in the form of a scholarship.

Very often the award is not only a bit of financial relief to help them get through the next semester, but also assurance that they can continue to pursue their goals and dreams. Several of the scholarships are partnered with internship requirements or options, and these elements often play out wonderfully for the students, often helping them to garner valuable work experience and networking contacts.

"There's really no better feeling than being able to reach someone with the good news that they



Dominguez



Taylor-Spearmon

have been awarded a scholarship," said Committee Chairman Kevin Washington. "It's very powerful validation."

Many students struggle with the high costs of college, especially at four-year institutions, and Tabor is pleased to be able to leverage the Bradford Endowment and additional corporate donations into scholarships with high impact.

Photo of Dominguez courtesy Jack Storm and YMCA

Photo of Taylor-Spearmon courtesy Marques Bailey

Washington says the impact of a scholarship award has an even wider benefit. It becomes

a way to motivate young people to add depth to their portfolios, broaden their educational risk-taking, seek opportunities for leadership and strive to make a sincere difference in their communities. These are just some of the qualifications routinely called for within Tabor's scholarship application process. Tabor's scholarship program also has been an opportunity to build corporate relationships.

Tabor 100 Educational Awards

Moneytree Scholarship \$5,000 – Brooke Taylor-Spearmon [UW]

Puget Sound Energy Scholarship \$3,500 – Yusuf Surur [WSU]

Mel Streeter / UW Scholarship \$1,000 – Marlene Dominguez

Pemco / Seattle University Scholarship \$800 TBD

William Bradford / UW Scholarship \$4,500 TBD

Companies such as Nielsen, Wal-Mart, Puget Sound Energy, MoneyTree and Pemco have sponsored scholarships. Recipients are recognized at Tabor's annual Unity Gala, bringing together the region's business establishment with the workforce of the future.

Tabor Board

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Public Affairs Committee
Lance Randall

Tabor 100 is a 501c3 non-profit association of individuals and business people dedicated to economic development, educational excellence and social justice for all people. Its efforts focus on elevating dialogue regarding how people of color can be full participants in the Washington State economy.

Opportunities

Don't Miss Vendor Trade Show

Tabor 100 is a co-sponsor of the 2009 Reverse Vendor Trade Show July 28, from 9 a.m. to 1 p.m.

City of Seattle staff will set up tables to meet with contractors and vendors at Seattle Center's Fisher Pavilion, 305 Harrison St. The event is free.

Minority Business Roundtable

Basic Marketing and Business Expectations for Multi-Cultural Small Businesses, Monday, July 27, 2:30-4:30 p.m., Greater Seattle Chamber of Commerce, 1301 5th Avenue, 25th Floor. The event is free but pre-register online at www.seattlechamber.com.

This roundtable, offered by the Urban Enterprise Center of the Greater Seattle Chamber of Commerce, focuses on the needs of minority business owners.

At the July session Lewis Rudd, president of Ezell's Famous Chicken, will cover marketing basics, followed by an overview of business expectations for multi-cultural small businesses.

The Minority Business Roundtable is a resource for minority entrepreneurs and small business owners who want to grow their business. Members of the roundtable interact with other minority business owners to exchange advice on fundamental business issues.

How the roundtable works:

Discussion topics are determined by the needs of the group. Topics include hiring, financing, marketing, customer service, business resources, negotiating contracts and profitability. Participants benefit from the advice and mentoring of other members of the roundtable, business topics pursued by the group, educational content, and business relationships that provide continuing opportunities to advance their objectives.

The Minority Business Roundtable meets regularly on the fourth Monday of the month and is limited to 25 attendees. It is not mandatory that you attend every session, but the roundtables are built on a small-group concept, where members attend regularly.

For questions about the program, contact facilitator Skip Rowland of the Urban Enterprise Center at 206-389-7231.

Lilly
for
Better Health

www.lillyforbetterhealth.com

Learn more about what we're doing to **improve patient health.**

The advertisement features a red ribbon graphic on the left with the Lilly logo and the text 'for Better Health'. To the right, the website URL is displayed. Below the URL, the main message reads 'Learn more about what we're doing to improve patient health.' In the bottom right corner, there is a screenshot of the website's homepage, showing various articles and images related to patient health.