

# THE HUB CONNECTION



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## Message From The Director:

### WELCOME TO OUR NEWSLETTER DEBUT

It is the intention of the [N.C. Office for Historically Underutilized Businesses](#) to use THE HUB CONNECTION as a means to keep you connected to issues and resources that are pertinent to historically underutilized business (HUB) firms and programs.

This time last year we were breathing a sigh of relief because we had just launched the new [Statewide Uniform Certification \(SWUC\) Program](#). While our office facilitates SWUC, the seeds for such a program were first sown almost 20 years ago by the N.C. M/WBE Coordinators' Network. With the hard work and commitment of M/WBE program administrators, HUB firms and general contractors, and with the support of Governor Bev Perdue and General Assembly, we made it happen. I like to think that the HUB Office's role was "connecting" the dots to make this initiative come together.

In May, the HUB Office had the honor of hosting the N.C. M/WBE Coordinators' Network meeting in Raleigh. Governor Perdue attended and spoke about her jobs bill and small business initiatives. Those priorities were included in [HB1035](#) and supported by the HUB Office, along with other organizations, such as the University of North Carolina - General Administration, N.C. Institute for Minority Economic Development, United Minority Contractors of North Carolina and the N.C. M/WBE Coordinators' Network.

The bill was approved by the General Assembly and signed into law by the Governor on July 22. HB1035 increases the bonding threshold for construction projects from \$300,000 to \$500,000, creating increased opportunities for HUB and small contractors who bid on state-funded projects.

August will kick off a time of the year when many of us who support minority business entrepreneurship and business development observe Minority Enterprise Development (MED) Week. MED Week programs are planned in Raleigh, Durham, Asheville and Fayetteville. I encourage you to participate and celebrate the contributions that minority businesses make to the state and country's economy.



*Bridget Wall-Lennon  
Director*

## RESOURCES FOR GROWING YOUR BUSINESS

In this edition of THE HUB CONNECTION, we recommend the services of the [N.C. Department of Commerce's Business ServiCenter](#). For new businesses, this agency provides a wealth of resources and information that can assist you through the maze of startup and help you avoid pitfalls on the road toward building and growing your business.

Its one-stop portal provides information regarding licensing requirements, business structure, name registration, taxation, employer requirements and potential resources for financing your business. Even established firms are sure to find beneficial tips and information.

## 15 Seconds of Fame: CONSTRUCTION TRADE MANAGEMENT, INC. (CTM)

### By Patricia Jones, HUB Office

Our featured vendor highlight for this edition of THE HUB CONNECTION is Construction Trade Management, Inc. CTM is a firm based in the Triangle, but operates throughout North Carolina. We interviewed Barry Kyu, owner, who shares with us his company's humble beginnings.

### How did you start your business and what was it like starting out?

**CTM:** I started out in business providing residential painting services but always intending to expand. As the economy began to weaken, especially the housing market, I knew that in order to continue to operate I would have to transition to other trades within the industry and to expand to the commercial side of the business as well.

### To what do you attribute the success of your business?

**CTM:** Our business has grown because of the strength of the great team of professionals we partner with whose diversified backgrounds and complementary strengths work to satisfy our clients' needs. The client is always our top priority.



Durham Station Transportation Center. CTM provided painting inside and out and also furnishings.

### How did you first hear about the HUB Office?

**CTM:** I first heard about the HUB Office from Cassandra Herndon when I attended an outreach function for small businesses and entrepreneurs. She later spoke with me about becoming a HUB-certified business and put me in touch with the City of Durham's outreach program, the State HUB Office and others. They were all very encouraging and assisted me with the daunting process of bidding for jobs on commercial side of business. It would have been very intimidating for me to have tried this alone.

### What are some of the business challenges you have had to overcome?

**CTM:** Many of the challenges we have faced are the same challenges faced by most small businesses. Navigating the maze of rules and regulations ranging from bidding to bonding can be not only tricky but downright discouraging, too. Through patience and taking very deliberate steps, always choosing appropriate but also increasingly complex projects, we have built a solid base from which we are growing the company and a network of resources we can call upon within the community.

### How has CTM given back to the community?

**CTM:** We still have a long way to go ourselves, but I take every chance I have to reach out to other HUB vendors and share all the great advice I've received and my experiences so far. I really believe that we all succeed when we raise the standards of the community as a whole.

If you would like to showcase your business in THE HUB CONNECTION, contact us at [HUBOFFICE.doa@doa.nc.gov](mailto:HUBOFFICE.doa@doa.nc.gov).



Barry Kyu

**Company:**  
Construction Trade  
Management, Inc.

**Owner:** Barry Kyu

**Company Started:**  
November 2006

**Location:**  
6305 Swallow Cove Lane,  
Raleigh, NC

**Employees:**  
5 full-time; 5 part-time

**Principal Business/Service:**  
Construction, furnishing,  
facility maintenance  
**Contact:** [ctm@nc.rr.com](mailto:ctm@nc.rr.com)  
or 919-244-3800

## BONDING LIMIT INCREASED FOR CONSTRUCTION PROJECTS

**House Bill 1035**, which passed the General Assembly on July 9, increases the performance and payment bonding requirements from \$300,000 to \$500,000 for construction projects awarded by state departments, state agencies and the University system.

The legislation was signed by Governor Perdue on July 22 and becomes effective October 1, 2010. Several minority and

women business resource organizations, trade associations and business owners advocated for this legislation; as they saw increasing the bonding requirement limits as a means to obtain more HUB and minority/women business participation on public funded projects.

## GOVERNOR SPEAKS AT COORDINATORS' NETWORK MEETING

The N.C. Minority and Women Business Enterprise Coordinators' Network was established more than 20 years ago to share strategies and ideas on administering minority business programs. This organization has continued to work toward ensuring that all segments of the business community have an equal opportunity for procurement contracting and construction services within both the public and private sectors.

Its May 6 quarterly meeting was hosted by the HUB Office and held in Raleigh. Special guests included Gov. Bev Purdue and new Department of Administration Secretary Moses Carey. The Governor welcomed members and engaged them regarding her initiatives on small businesses and education. She highlighted

[Executive Order 13](#) and [Executive Order 50](#), which she signed in an effort to create jobs and to improve small- and minority business climate in North Carolina. She also introduced members to Scott Daugherty, Commissioner of the newly-created Small Business Commission. This agency will be tasked with making resources for small businesses more accessible and easier to locate.

Secretary Carey, former Chairman of the Employment Security Commission and a county commissioner, spoke about his passion for the small business community and appreciation of the struggles they face. He pledged his support to do all that he can to ensure that there is inclusion for small businesses in the state's purchase of goods and services and contracting.

For information about the Coordinator's Network and its services for minority- and women-owned businesses, visit its website at: <http://www.mwbenetwork.org>



*Officers of the N.C. M/WBE Coordinators' Network and special guests (from left) include Rodney Renix, At-Large Member, Board of Directors, HUB Program Coordinator (NCDOT); Mathew Idiculla, Treasurer (HUB Office); Secretary Moses Carey, N.C. Department of Administration; Shelby Moorman Scales, President (SBE Director, RDU Airport Authority); Governor Beverly Perdue, State of North Carolina; Bridget Wall-Lennon, HUB Office Director; Annette Stevenson, At-Large Member, Board of Directors, (Supplier Diversity Manager, SAS); Pamela Gales, Secretary (M/WBE Coordinator, Durham County); Dan Love, Vice President (Equity Assurance Officer, City of Durham).*

## ASK A SPECIALIST

*By Sheryl Cromedy,  
Lead Certification Specialist*

Vendors and HUB firms occasionally contact the HUB Office with questions about the Statewide Uniform Certification Program (SWUC). We share a few of them below and encourage you to submit your questions to [HUB.Office.DOA@doa.nc.gov](mailto:HUB.Office.DOA@doa.nc.gov).

**Q:** What are the advantages of becoming certified as a HUB Vendor?

**A:** Certification as a HUB vendor provides greater exposure for business opportunities in state procurement and contracting. The names of HUB certified firms are listed in the Vendor Link System, which is widely used by state agencies, universities, community colleges, local schools, local governments and institutions and the public to locate historically underutilized businesses for goods, services and construction.

**Q:** Can the [City of Durham](#) and the [City of Charlotte](#) websites be used for checking certification? Please clarify whether contractors can count HUBs listed on City of Durham and City of Charlotte sites if they are not in the SWUC database.

**A:** Firms seeking certification with the City of Durham (919-560-4180) must be HUB certified before they can request SDBE (Small Disadvantaged Business Enterprise) certification. The City of Durham confirms with the

HUB Office that the companies seeking SDBE certification are indeed HUB certified; therefore, if the company is in Durham's database, they should also be in the HUB database. Otherwise, the company cannot be counted toward HUB participation goals. The best option would be to use the HUB Office database to identify which firms are HUB certified.

As for the City of Charlotte (704-336-2473), their database should be used if a contractor is seeking an

SBE (Small Business Enterprise) certified by the City of Charlotte. These SBE companies may or may not be HUB Certified. Therefore, if the contractor is seeking HUB firms in order to meet STATEWIDE HUB participation goals, it is best to identify firms from the HUB Office database.

*Q: What is my certification number and will I receive a certification certificate?*

**A:** The HUB Office does not issue certification numbers or certificates.

However, certified companies do have a vendor number for the State of North Carolina which can be used to retrieve information about their certification status. The vendor number is typically the company's EIN (Federal ID number). It is up to the discretion of the company to provide this number to requested parties. To prove or confirm a company's certification status, the company can provide the requested party a copy of the HUB Certification approval letter or verify [vendor link](#).

## MAKING CONNECTIONS...

The annual [State Construction Conference](#) always encourages those in the construction field to converge at the McKimmon Center each March to learn more about trends, economic outlook, HUB related matters and state construction law, policies and goals.

The HUB Office is proud to partner with the State Construction Office to present the conference's 7th annual HUB Networking and Reception and Expo. This year we celebrated the accomplishments of the individuals and organizations that received Good Faith Effort Awards, an honor introduced last year to recognize outstanding HUB leaders. They include:



*From left: Greg Driver, Director, State Construction Office; Administration Secretary Moses Carey; Bridget Wall-Lennon, Director, HUB Office and Rick Baskett, Deputy Director, HUB Office, officially open the HUB Reception Networking & Expo.*

in reprographic printing services in recognition of its outstanding achievements as a historically underutilized business.



*Bob Gluenskamp, VP Rodgers Builders; Willie Russell, VP HJ Russell & Company; James Clayton, Rodgers Builders*

to the HUB Program and utilization of HUB firms.

Forty-five vendors participated in this year's Expo, a sharp increase from 28 in 2009. The room was filled with energy and excitement as contractors and construction firms showcased upcoming projects and bids, suppliers touted their wares, and new business relationships were formed to partner in new business ventures. This event is the highlight of the year for this office and the many firms who sponsor and support it.

**Professional Service/Construction Industry:** [Rodgers/Russell](#), a joint venture Construction Management association recognized for its outstanding efforts for HUB Outreach and Utilization.

**Owner/Agency:** [N.C. State University](#) for its commitment



*Marvin Williams, HUB Coordinator, N.C. State; Kevin McNaughton, Associate Vice Chancellor*

Mark your calendar now for the 2011 State Construction Conference to be held on March 24, 2011. Watch our [website](#) for information regarding making nominations for the 2011 Good Faith Effort Awards.



*Garland Burton, Wake Forest Diversity Director*

**HUB Advocate:** [Garland Burton](#), former HUB Director for UNC-Chapel Hill, now Director of Diversity Programs at Wake Forest University and a founding member of the [United Minority Contractors](#) of North

Carolina, in recognition of his outstanding contributions and support of historically underutilized businesses.

**HUB Firm:** [LSG, Inc. of Raleigh](#), Wayne Branch, President, specializing



*Wayne Branch, LSG President*

## NORTH CAROLINA MED WEEK ACTIVITIES IN THE WORKS

### National MED (Minority Enterprise Development) Week is a

major national conference dedicated to empowering minority business owners with the knowledge and tools necessary for success. This year, the conference will be held Aug. 25 - 27, 2010, at the Omni Shoreham Hotel in Washington, DC.

The event is presented by the Minority Business Development Agency, a bureau of the U.S. Department of Commerce. Representatives from the public and private sector will share information and resources for growing and expanding and minority businesses domestically and globally during MED Week.

MED Week activities are being planned by entities across North Carolina, including:

**Fayetteville, Aug. 18, 26-27:** The Cumberland Regional Improvement Corporation (CRIC) will host the MED Week activities for Cumberland County. This year's theme is "Strategies for

Growth and Competitiveness in the Global Economy." Workshop topics will include "Doing Business with Federal and State Government," "Understanding Government Certification Processes and Benefits," and "Access to Financing and Bonding through Federal and State Programs."

The annual Awards and Recognition Banquet will be held from 6-9 p.m. Aug. 26. The speaker will be The Honorable Marvin W. Lucas, 42nd House District, North Carolina General Assembly. Events will conclude on Aug. 27 with the annual Corporate & HUB Networking Golf Classic at Carolina Lakes Golf Course. For further information, contact the Cumberland Regional Improvement Corporation at 910-483-6439.

**Raleigh, Sept. 13-17:** Events include Greater Raleigh MED Week Breakfast at the Cardinal Club on Sept. 14; M/WBE Training at the University of Phoenix and Small Business Liaison Officers/Supplier Diversity Managers/Supplier Diversity Officer Training at SAS on Sept. 16; Shop a Minority Business Day on Sept. 17.

For updated information, contact Lena Robertson-Ridley of the HUB Office at 919-807-2435.

**Asheville, Sept. 13-17:** Events include Black Business Alliance Business Expo on Sept. 13; "Financing Options for Small Business" on Sept. 15; "Starting a [Better]Business" and Awards and Recognition Reception on Sept. 16; and "Government Procurement Opportunities" on Sept. 17.

Awards will be presented, Wholesale, Service, Manufacturing, Construction and Restaurant categories. For updated events, contact Minority Enterprise Development Week of WNC at 828-251-6025 or visit <http://www.wncmedweek.org/>.

**Durham, Oct. 4-8:** For updated information, contact Deborah Giles with the City of Durham at 919-560-4180 x 17243 or Dan Stafford of the NC Institute of Minority Economic Development at 919-956-8889 or visit [www.ncimed.com](http://www.ncimed.com).

Be sure to visit the [HUB Office website](#) for calendar updates.

## NATIONAL ASSOCIATION TO PROMOTE MINORITY AND WOMEN BUSINESS DEVELOPMENT

### *By Bridget Wall-Lennon, Director*

Two years ago, I attended a meeting convened for state minority and women business program directors. Everyone there was like me – glad to finally meet our counterparts from other state programs from across the country. It was exciting to share information with so many other M/WBE and HUB leaders in this industry.

A common concern we shared was how unfortunate it was that there we had no formal national association of minority, women and HUB program executives that could meet to discuss best practices and spotlight new program initiatives. Well, that day has finally come.

In April, the National Association of State Minority, Women and Disadvantaged Business Enterprise (M/W/DBE) Directors officially incorporated to promote business development among minority, women and disadvantaged business enterprises in communities and states throughout the United States. The organization will also focus on increasing national visibility and awareness of state M/W/DBE programs and create and promote professional development and training M/W/DBE program administrators and staff. The association was incorporated with the assistance of Tim Lohrentz, Director of the Inclusive Business Initiative at the [Insight Center for](#)

### [Community Economic Development](#) in Oakland, Calif.

I am proud and excited to have been elected to serve as Vice-Chair of the inaugural board. This experience will allow me to bring the best ideas and initiatives from other states back to North Carolina. In turn, I will share with my colleagues some of the great programs and initiatives we have in North Carolina. I look forward to demonstrating the leadership our state has shown in this area, as I collaborate with my peers to help create a national climate that supports HUB firms and HUB/MWBE program administrators.

## MARKETING TIP OF THE QUARTER

National Women's Business Center of Washington, D.C., has a great suggestion for boosting your marketing communications: Don't be shy; boast about your success.

Including testimonials from satisfied customers in your printed materials, website and other outreach tools is one of the best ways to both spread a positive "word-of-mouth" buzz from customers whom you have already served – and generate more business through genuine endorsements.

## UPCOMING CONFERENCES

Carolinas Minority Supplier Development Council's 33rd Annual Business Opportunity Conference

August 9 – 11, 2010; Greenville, S.C.

Congressional Black Caucus Foundation, Inc.'s 2010 Annual Legislative Conference

September 15 – 18, 2010; Washington, D.C.

American Contract Compliance Association's 24th National Training Institute

September 27 – October 2, 2010; Indianapolis, Ind.

2010 National MSDC Business Opportunity Conference

October 24 – 27, 2010; Miami Beach, Fla.



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## NOMINATIONS SOUGHT FOR GOVERNOR'S AWARDS

The Governor's Awards for Excellence program provides an opportunity to recognize those exemplary state employees whose service and contributions make a difference in the lives of North Carolinians. [Visit the website](#) to learn about the program and past honorees. The deadline for nominations is August 26.



## HUB Connect Fables: THE GOOSE THAT LAID THE GOLDEN EGG



*By Paricia Jones, HUB Office*

A man had a goose that laid a golden egg for him each and every day. The man was not satisfied with his daily profit, and instead he foolishly grasped for more. Expecting to find a treasure inside, the man slaughtered the goose. When he found that the goose did not have a treasure inside her after all, he remarked to himself, "While chasing after hopes of a treasure, I lost the profit I held in my hands!"

We can chuckle at the seeming absurdity of the man in this fable who wanted it all and wanted

it NOW! In the excitement of early success in business, there is the temptation to advance the business and move forward at all costs. In so doing, the foundational principles of solid business integrity and best business practices can be pushed into the background to pursue quick gain.

Never forget, the reputation of your company is worth laboring over in the daily practice of excellence in quality service and workmanship.

## MISSION OF THE HUB OFFICE

To promote economic opportunities for historically underutilized businesses in state government contracting and procurement that will foster their growth and profitability.