



## NWBOC NEWS Fall 2006

An e-newsletter of the National Women Business Owners Corporation (NWBOC)  
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### Purchasing Goods And Services From Other WBEs

We wish to congratulate and applaud Helen Russell and Brooke McDonnell of Equator Estate Coffees & Teas, Inc. for being the first NWBOC certified wbe to sign up as a "buyer" (as well as a "vendor") on the NWBOC eProcurement MarketPlace. This is certainly a testimony to their commitment to doing business with certified women-owned companies!

"Equator is eager to support other women owned businesses through the economic engine web portal," said Russell and McDonnell. "This is a fantastic initiative to bring WBEs together and strengthen business ties."

Certified by NWBOC, Equator Coffees and Teas was founded in 1995, is 100% women-owned and has \$3.25 million in sales. In addition to the owners, Equator has 12 full-time employees and roasted approximately 415,000 pounds of coffee in 2005. Equator is a company dedicated to maintaining an outstanding reputation for quality roasted coffees at a competitive price, matched with unparalleled customer service.

NWBOC makes it simple to source from other wbes! In our eProcurement MarketPlace, each of you has received a complimentary national vendor listing (a \$300 value)! But, did you know that you may also list yourself as a purchaser as well? The fee is nominal (\$300 annually) but the reward is great! You can upload and send RFPs, bid opportunities, etc. through the system. It also has great marketing features.

Complimentary training is conducted over the phone for you and your purchasing officials at a mutually convenient time. To view your vendor listing:

Website: [www.nwbooc.economicengine.com](http://www.nwbooc.economicengine.com)

Ligon: your e-mail

Code: e-mail [info@nwbooc.org](mailto:info@nwbooc.org) and your code will be provided

Questions: Janet at NWBOC, 800/675-5066

### Success Stories of Our Certified WBEs:

#### Media 1 wins Small Business Award

NWBOC-certified Media 1 was presented with the Grand Rapids Area Chamber of Commerce (GRACC) 2006 Small Business of the Year award. Media 1, based in Grand Haven, Michigan, is an award-winning developer of globally focused instructor-led and online training programs for clients including Hewlett-Packard, Meijer, and Siemens. Founded in 1993, Media 1 specializes in creating innovative learning programs and decision support tools to help global corporations achieve their sales and performance goals. "It's a great honor for the Grand Rapids Area Chamber of Commerce to recognize

Media 1 as the Small Business of the Year,” said Media 1 CEO and founder, Chris Willis. “This award is a glowing testimony to the high quality and strong work ethic that our business community is known for.” For more information, visit the Media 1 Web site at <http://www.media1.us>.

### **Meet Sandra Foland of Baron Sign Manufacturing**

After living in Italy for 11 years, Sandra Foland started Baron Sign Manufacturing in Riviera Beach, Florida, in 1983. Originally, she did sign painting for outdoor advertising, but with the advent of technology and die-cut vinyl for signs, she more than doubled the business. “One piece of equipment led to another and I grew to include larger exterior signage as well as interior signage for commercial projects,” she said.

Sandie’s husband joined the business in 1986 and they purchased a 10,000 square foot building to expand. Three years later they added two more buildings, equaling 17,000 square foot for designing and manufacturing interior and exterior signs.

“Certification has given me the opportunity to be listed as an approved sign contractor for government agencies, airports and negotiated construction,” said Sandie. “It has allowed me to showcase my business as a full service sign manufacturing company, equal to any larger sign manufacturing company. It was the lack of any professional sign company in the area and expansion of computer equipment that has propelled us to be the largest design/build sign manufacturing in South Florida.”

Three years ago Sandie was diagnosed with breast cancer. Thirty days later, her gall bladder had to be removed and she was diagnosed with kidney cancer. She had the surgeries, completed the treatments and was back at work ready to expand the business within three months.

Earlier this year in February, they moved into a new 40,000 square foot facility that she had built, with office space and a production plant. “Many new opportunities for outstanding sign projects are opening up with this facility,” she said. “The employees are very happy to work in a new clean environment where they are proud to come to work.” For more information, go to [www.BaronSign.com](http://www.BaronSign.com).

### **DRB Electric Wins Ethics in Business Award**

DRB Electric, owned by Denise and Randy Bake in Albuquerque, N. Mex., received Samaritan Counseling Center’s New Mexico Ethics in Business Award. The competition, which gives three awards annually to a for-profit business, recognizes those companies, non-profit organizations and individuals who have successfully integrated ethical business and social responsibility into their daily decision-making.

Certified by NWBOC, DRB Electric provides electrical contracting, maintenance, and installation of electronic transport systems to commercial, industrial and residential customers.

## **Marketing Tips**

**Are you ready to gain access to the government marketplace?**

Without a GSA Schedule your company is at a disadvantage to sell to the government. Why? Buyers prefer to purchase through GSA. The GSA schedule purchase system is a quick, efficient buying mechanism. Buyers can stay out of trouble, reduce their workload, and make federal end users happy. Vendors who have done business with the government in the past are being urged by buyers to become GSA Schedule holders if they want to continue to sell to the government.

To become a GSA Schedule contractor, a vendor must first submit an offer in response to the applicable GSA Schedule solicitation. The GSA proposal document you must submit for approval is a lengthy and complicated document; you can see for yourself by visiting the [GSA.gov](http://GSA.gov) site and downloading the schedule that fits your business.

### **It Is Not Too Late: Start your marketing campaign today.**

The federal government's fiscal fourth quarter is upon us. The fourth quarter is known as "use it or lose it" time for federal contracting officers. The months of July through September are the critical months when the federal government spends more money than any other time in the year. Be prepared. Make sure that buyers know you're out there. Industry analysts estimate that these small informal purchases total over \$120 billion annually.

### **Procurement Opportunities**

Nordstrom has opportunities in Massachusetts, Florida, Colorado, Hawaii, and Michigan for certified women subcontractors and suppliers in construction trades for the interior and exterior portions of their projects. The company must be licensed and bondable and must be able to demonstrate private sector experience. For information, contact Barbara Valdez, Supplier Diversity Program Director 206/373-4382 or Christine Young, Supplier Diversity Program Manager, 206/373-4383. They are located in Seattle, WA.

### **Calendar of Events**

September 11-13

#### **Women Impacting Public Policy (WIPP)**

Leadership and Legacy: 5th Anniversary Summit  
Washington D.C.

[www.wipp.org](http://www.wipp.org)

September 12-15

#### **Global Women Leaders' Forum**

Des Moines, IA

[www.globalwomenleaders.com](http://www.globalwomenleaders.com)

### **OPIC Workshops**

For more than three decades, the Overseas Private Investment Corporation (OPIC) has been the primary U.S. government agency supporting private sector investment in new and emerging markets. In support of OPIC's outreach efforts to the minority and women owned business community, OPIC is hosting three workshops in:

Atlanta: September 28, 2006

Sheraton Midtown Atlanta Hotel at Colony Square

188 14th Street, N.E.  
Atlanta, GA 30361

Chicago: October 12, 2006  
Crowne Plaza Chicago O'Hare  
5440 North River Road  
Rosemont, IL 60018

Los Angeles: November 16, 2006  
Millennium Biltmore Hotel  
506 S. Grand Avenue  
Los Angeles, CA 90071

All workshops are being held in cooperation with the U.S. Department of Commerce Minority Business Development Agency ([www.mbd.gov](http://www.mbd.gov)) and the National Women's Business Council ([www.nwbc.gov](http://www.nwbc.gov)). For more information, or to register for a workshop, the website is [www.trademeetings.com](http://www.trademeetings.com) or contact [jgilbert@opic.gov](mailto:jgilbert@opic.gov) if you have any questions.

### **Newly Certified for May, June and July 2006**

Raellen Kesselman, Principal Managing Partner  
Acorn Office Products LLC  
Newton, NJ

Pamela Rubenstein, CEO  
Allied Specialty Precision, Inc.  
Mishawaka, IN

Ann H. Smith, Owner  
Ann H. Smith, C.P.A.  
Macon, GA

Kathy Bennett  
Bennett Packaging of KC, Inc.  
Lee's Summit, MO

Catherine Turk, President  
CDT Business Solutions, Inc.  
Boca Raton, FL

Joy Tucker, Managing Partner  
Broadband Concepts, LLC  
Greenwich, NY

Lorraine Manos, President  
Delta Iron Works, Inc.  
Detroit, MI

Elizabeth Howard, President  
EKP Mechanical, LLC dba B & H Piping Systems

Rochester, NY

Linda Hollington, President  
Hollaytek, Inc. dba Trine  
West Unity, OH

Susan Driscoll, President  
ignition Studios, LLC  
Atlanta, GA

Kimberly Skokan, President  
Namco of Metro DC, Inc.  
Beltsville, MD

Holly Cody, President  
Process Piping, Inc.  
Lakeland, FL

Melanie Hout, President  
QTC, Inc.  
Worland, WY

Lori Stanwood, President  
Stanwood Consulting, Inc.  
Kenosha, WI

Lola Carlisle, Managing Member  
Tailfin Marketing, LLC  
Atlanta, GA

R. Lynn Taylor, Owner  
Taylor Made Plans, LLC  
Nashville, TN

Christina Finley, President  
The Job Shop, Inc.  
London, KY

Tatiana Matthews, President  
The Matthews Group, Inc. t/a TMG  
Construction Corp.  
Purcellville, VA

Tamara Barnes, President  
Transport Global Logistics, Inc.  
Atlanta, GA

Stacy Birnbach, Owner  
Versus Staffing Solutions, LLC  
Rockville, MD

Barbara Storch, CEO  
Voyager Electronics Corporation  
Fridley, MN

Gail W. Malloy, Owner  
Westmoreland Paralegal Services  
Greensburg, PA

Irma Bustos, CEO  
Whole Fragrance by La Dolce Y Vito, Ltd.  
New York, NY

Virginia Winter, Principal,  
Equinox Consultancy, LLC,  
Denver, CO.

### **Recertifieds for May, June and July 2006**

Above & Beyond Corporate Gifts  
ADD Staff, Inc.  
Added Value Services  
Addison Promotions  
Advantage Corporate Apartments, LLC  
Aero Expedited, Inc. dba Aero Expediting, Inc.  
ALL Foam Products Company  
All HS Services, Inc.  
AITemps, Inc.  
Altro Limited  
AME Constructors, Inc.  
Ameritraining, Inc.  
Anaconda Press, Inc.  
ARPage One, Inc.  
Atlanta Tool & Abrasives Co.  
Atrium Staffing, LLC

Barkhurst Construction, Inc.  
Beluska Graphics, Inc.  
Benchmarc 360\*, Inc.  
Benchmark Holdings, Inc.  
Blue Marble Media, Inc.  
BTG Enterprises, Inc.  
BWS Specialty Fabrication, Inc.  
Campaigners, Inc.  
Carlson Companies, Inc.  
Carlson Hotels Management Corp.  
Carlson Hotels Worldwide, Inc.  
Carlson Travel Group, Inc.  
Cedric Spring and Associates  
City Mirror & Glass, Inc.  
Cleveland Tubing, Inc.  
Client Server Software Solutions dba CSSS  
Net  
Communications At Work  
CoreMat, Inc.  
Country Inns and Suites by Carlson, Inc.  
Critt Graham Graphic Design, Ltd.  
CSI International, Inc.  
D & W International, Inc. dba Transgroup  
Worldwide  
DA Mktg., Inc.  
DeNyse Signs/Woodgraphics, Inc.  
Dice Transport, Inc.  
Die-Mension Corporation  
Digital Printing & Imaging, Inc.  
Elite Promotions, Inc.  
Employee Development Systems, Inc.  
Environmental Products Unlimited, Inc.  
ESM Golf Services, LLC dba The Golf Event  
Co.  
Evers & Sons, Inc.  
Exhibit Resources  
Forrer & Associates, Inc.  
Gardner Concrete Construction, Inc.  
Gateway Logistics, Inc.  
Georgia Tank Lines, LLC  
Green Acres  
G-Tech Professional Staffing, Inc.  
Hager Sharp, Inc.  
Hayward Enterprises, Inc.  
Helga Designs, Inc.  
Identity Promotions, Inc.  
Impact Group  
Inductor Supply, Inc.  
Industry Products company  
Integrity Document Solutions, Inc.  
interior systems contract group, Inc. dba  
iscg, Inc.  
Jackson Masonry, LLC  
Jackson Press, Inc. dba The Jackson Group  
Jones Design Group, Inc. dba The Jones  
Group

KB Litho Supply co.  
Knowledge Link, Ltd.  
Kolka & Co., LLC  
Litigation Management, Inc.  
M.D. Distributing dba Farma International  
Mailing Solutions, Inc. dba Midwest Presort Service  
Mandy Corp. dba Georgia's Wildcat Paving  
MarketPlace Innovations, LLC  
Masi Research Consultants, Inc.  
Maverick Solutions, Inc.  
Medrecon, Ltd. dba Medical Research Consultants  
MJ Datacorp, Ltd.  
Mobile AG & Industrial Supply, Inc.  
Model Technologies, Inc.  
Monitor Security & Control Systems, Inc.  
Moore Partners, Inc.  
Mountville Mills, Inc.  
MVS USA, Inc.  
Neese Enterprises, Inc. dba Terry Neese Personnel Services  
P & B Sales & Services, Inc.  
Park Worldwide, LLC  
Pat Cameron Consulting, Inc.  
Patty's Presto Pizza, Inc.  
Perfection Commercial Services, Inc.  
Phyllis Weems & Co., Inc.  
PowerCom Solutions, LLC  
Precision Component Industries, LLC  
Premier Staffing, Inc.  
ProActive Solutions, Inc.  
PVA, Inc.  
Radisson Hotels International, Inc.  
RB Apparel, Inc.  
Regent Hotels Worldwide, Inc.  
Regent Seven Seas Cruises, Inc.  
Robinson Business systems  
Rubber Stamps Unlimited, Inc.  
Ryan Mechanical, Inc.  
Scarlett Consulting, Inc.  
Seriatim, Inc.  
Sharp Decisions, Inc.

Sharp Machining, Inc. dba Miami Products  
SHP Project Development  
Southern Crescent Personnel  
Space Strategies, Inc.  
Studio One East, Inc.  
Summit Unlimited  
Sunbelt Engineering Group, Inc.  
Superior Printing Co., Inc.  
Systems West Computer Resources, Inc.  
Technical Industries, Inc.  
The Acta Group, LLC  
The Benefit Advocates, Inc.  
The LEAD Alliance  
The Servants, Inc.  
Tivoli Partners, Inc.  
TTC-The Trading Company, Inc.  
U.S. Boiler Welders, Inc.  
U.S. Engineering Technical Services, Inc.  
Valley Processing, Inc.  
Vignon Corporation  
Viking Security Consultants  
Wathne, Ltd.  
West Star Electrical Contractors, Inc.  
Wyoming Machine, Inc.

## Corporate Partners

NWBOC thanks our major corporate partners for their continued support:

National City

AT&T

Digital Electronic Technologies, LLC

The NWBOC e-Newsletter is distributed by the National Women Business Owners Corporation. (NWBOC). NWBOC created the first national certification program for women enterprises.

NWBOC's certification program offers an alternative to the costly, time-consuming and duplicative agency-by-agency and corporation-by-corporation certification process.

If you have information for the NWBOC Newsletter, please send it to [mary@prworks.ms](mailto:mary@prworks.ms) or fax to 928-204-9835. If you no longer want to receive this e-newsletter, hit REPLY and put UN-SUBSCRIBE in the subject line. To change your e-mail address or add someone new, please e-mail [mary@prworks.ms](mailto:mary@prworks.ms).