

Completed 2020 Outreach Sessions



With the global pandemic affecting how we all interact, DPW's SBD Program decided to pivot its traditional outreach approach and used technology to reach the business community.

As a result, two Virtual Open Houses were held on June 4, 2020 and August 19, 2020. With a combined 50 participants, the Virtual Open Houses provided information on the 2020 DPW Small Business Development *Growth By Design* Training Program.

In addition, DPW SBD Program representatives shared projected bid dates and procurement forecasts from the Baltimore City Departments of Housing, Public Works, Recreation and Parks, and Transportation.



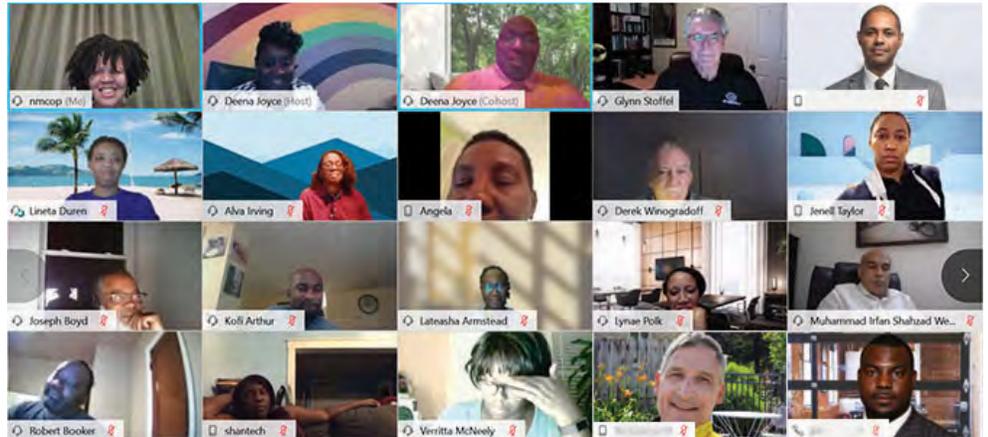
On July 29, 2020, the DPW SBD Program hosted a virtual General Contractor Roundtable featuring R.E. Harrington & Sons, Spiniello, and Whiting Turner. Each general contractor provided a presentation including:

- *What They Look For In Selecting Subcontractors*
- *Lessons Learned and Advice for Subcontractors*
- *Upcoming Contracting Opportunities for Subcontractors*

Concluding with a Question and Answer period, the 25 attendees were able to engage with the general contractors and gain invaluable insight into doing business with their respective firms.



DPW Small Business Development *Growth By Design* Training Program Goes Virtual



The Baltimore City Department of Public Works Small Business Development *Growth By Design* Program (SBD) kicked off its fourth cohort on September 10, 2020. More than 50 firms participated in the 2020 DPW SBD Program specializing in disciplines including engineering design, construction, hauling, and landscaping. This year, the program shifted from being in-person to being held 100% on a virtual platform.

“We felt it was important to continue to develop the capacity of small and minority businesses that could potentially compete on Baltimore City projects even in a pandemic when we can’t meet in person,” stated Deena Joyce, Chief of the Office of Boards and Commissions (OBC). As in previous years, 2020 participants benefited from the following 11-week training curriculum:

- *Bonding*
- *Construction Cost Accounting*
- *Construction Best Practices*
- *Contract Administration*
- *Estimating & Bidding*
- *M/WBE Certification*
- *Prequalification with Baltimore City*
- *Asset Management*
- *Sustainability & Resilience in Infrastructure*
- *Proven Marketing Strategies*
- *OSHA 10-Hour Certification*

The DPW SBD *Growth by Design* Program incorporated opportunities for the cohort to network by hosting Thursday Business Pitch and Networking Sessions. Firms used this time to hone their business pitch presentations, network, and share useful business tips.

DPW SBD Program participant Anthony Vaz, President of Insight Engineering, shared, “We truly believe that your network is your net worth. Under these unprecedented health and economic crises, it is imperative that we expand our network to grow and create opportunities for economic development. Thank you for creating such an effective program for us.”

ALUMNI SPOTLIGHT:



Lessons Learned with B & B Partnership Initiative

What is B & B Partnership Initiative and when was it formed?

B&B Partnership Initiative is a general contractor and construction management firm based in the heart of Baltimore, Maryland - founded by both Priscilla Brown and Chris Bowens in September 2016. Our goal is to hire and inspire locally.

Our primary services include:

- Program Management
- Project Management
- Construction Management
- Engineering & Design

We have experienced several challenges such as:

- Increasing operating cost;
- Responding to competition;
- Learning when to delegate and when to get involved; and
- Staffing demands.

After what you have experienced, how would you approach things differently?

With all the excitement and potential of business growth, it can be easy to lose sight of what initially made a company special. It is imperative that you protect your brand and nurture the company culture. Company culture is affected by everyone involved with your organization. As you grow, it becomes more difficult to exert control over your culture and you run the risk of having it derailed. Set forth procedures and practices that reflect your business culture. Business intelligence is the key to maintaining productivity and efficiency. My recommendation would be to plan early for company growth.

In business, how have you pivoted during the COVID-19 pandemic?

We have diversified our services by doing more project management, and; we are assisting our clients with ongoing projects. We took a look at our expenses and cut out anything unnecessary, and we were willing to adapt.

What advice would you offer other small firms about partnering and teaming?

Consider like-minded partners. Partnerships, formed with good intentions, are mutually beneficial for all parties involved. A good business partner will have strengths that balance your business weaknesses. It is an opportunity to get ideas from their experiences, gain feedback and pull additional resources. Mutual respect and the desire for professional growth make the TEAM an all-around perfect choice. Become familiar with a potential partner's business practices. Define your roles and responsibilities up front. Be sure to have valid contracts/agreements in place. Be honest with yourself and each other. Avoid creating a competitor. The goal is to compliment and collaborate.

Meet the SBD Growth By Design Team



Kerwen Whatley
Program Director

Alma Mater: Virginia State University, Public Administration
Northern Illinois University, Master of Arts Public Administration

Experience: 25 years

Fun Facts: Originally from Georgia and currently living in Chicago, Illinois, Kerwen loves to golf, barbecue and collects bourbon. Kerwen is an active member of his church and fraternity. The rest of Kerwen's time is engulfed in being the father of twin teenage daughters.



Nicole Copeland
Senior Outreach Manager

Alma Mater: James Madison University, Bachelor of Science in Political Science
Howard University, Master of Arts in Public Administration

Experience: 20 years

Fun Facts: Raised in southeastern Virginia, now living in Rockville, Maryland, Nicole is an avid football and basketball fan. Nicole enjoys reading, traveling, and listening to jazz and gospel music. Nicole's most important role is being a mother to her vibrant 12-year-old son, Nigel.



Lineta Duren
Outreach Coordinator

Alma Mater: Morgan State University, Bachelor of Science in Public Relations and Marketing

Experience: 8 years

Fun Facts: Born and raised in Baltimore, Maryland. Lineta enjoys the love of her family, traveling, and as a foodie, seeks out new culinary experiences regularly. Lineta is also a new mother to her 1-year-old son.