

Thank you for your interest in doing business with the City of Richmond, VA!

Rita Henderson, OMBD Director

# Office of Minority Business Development Summer News Flash



## OMBMD is on the Move



Effective July 1, 2006, the Office of Minority Business Enterprise became the Office of Minority Business Development. Robert O. Holmes Jr., a contract compliance specialist in the Office of Minority Business Development for the past four years, was appointed OMBMD program administrator. Robert was formerly employed with the Virginia Department of Transportation as a certification analyst. The OMBMD website is under construction and should be available soon.

## Community Outreach + Business Education = Success

OMBMD is aggressively reaching out to the minority and emerging small business communities. Our outreach and technical alliance programs target minority and emerging entrepreneurs and offer business development assistance to them. Our programs also encourage responsible business development strategies and educational assistance. The next workshop titled "How to Start and Grow Your Own Business in the City of Richmond" is scheduled from 4 to 6pm on August 17th at Virginia Union University. Please contact My Lan Tran, OMBMD's Program Manager at 646-6046 for additional details.

## The Hilton Hotel is Coming to Richmond

Eligible minority businesses can receive direct assistance in submitting prequalification applications toward the Hilton Hotel project in the city of Richmond. The Hilton Hotel project is an \$80 million development consisting of a hotel and a 150-unit condominium complex.

For additional information or a prequalification packet, businesses should contact OMBMD at 804-646-5947. With OMBMD's assistance businesses are in a better position to avoid errors that could disqualify their

for subcontracting trades such as HVAC, electrical, drywall and other potential business opportunities. There will be additional opportunities for service and supplier contractors without annual volumes of \$500,000 to work with

developers on this project.

Construction work is scheduled to begin in the summer of

2007 and continue through fall of 2008. Development terms calls for minority business participation in construction-related work to make up 20 percent of the total dollar amount of the project; architecture and engineering work at 10 percent of the total amount; and also the hiring of 30 percent of minority employees to be involved with

**"Any suggestion that BFE Consultants is involved in pre-screening businesses for the Hilton project is completely false and misleading," said Rita Henderson, director of OMBMD. "Businesses interested in being considered for work on the Hilton project should come directly to the City's Office of Minority Business Development for assistance, and we are already receiving completed prequalification statements from interested contractors."**

The Office of Minority Business Development (OMBMD) will serve as the point of contact for the distribution, collection and submission of paperwork relating to the prequalification phase. OMBMD has a direct line to the developers thus eliminating the need for vendors to go through other chan-

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being considered for employment. OMBMD will assist Class A business contractors who have an average of \$500,000 annual volume in recent years in the prequalification process. The hotel's developers, ECI Development Services LLC and The Whiting-Turner Contracting Company are looking

### Office of Minority Business Development

Phone: 804.646.5947

#### Rita Henderson

Director

#### Robert Holmes

Administrator

#### My Lan Tran

Program Manager

#### Debra Moore

Administrative Program

Support Assistant

#### Joy Massenburg

Intern

#### Nathaniel Watkins

Intern

## Additions to Our OMBMD Team

Two interns have joined OMBMD's staff for the summer. Joy L. Massenburg, a Petersburg native, is a MBA candidate studying at Clarion University in Pennsylvania. She obtained her undergraduate degree from Virginia Union University in Business Administration with a concentration in

Computer Information Systems.

Nathaniel E. Watkins, a Richmond native, is a graduate student at Norfolk State University. He will receive a Masters in Urban Affairs degree in December. He has an undergraduate degree from Norfolk State

University focused on Business with a dual concentration in Entrepreneurship and Finance.

Both interns have been working on various projects and have significantly contributed to the success of the Hilton Prequalification Project.

## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop



Caption describing picture or graphic.

and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication.

So, when you’re finished writing your newsletter, convert it to a Web site and post it.

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newslet-

ters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

*“To catch the reader’s attention, place an interesting sentence or quote from the story here.”*

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid



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selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw

shapes and symbols.

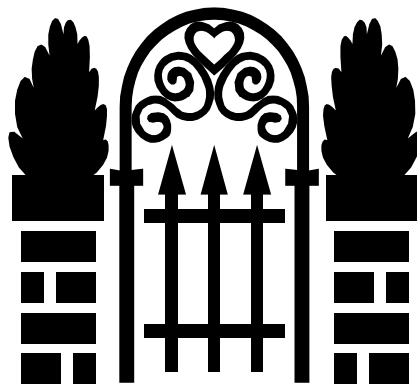
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THANK YOU FOR YOUR INTEREST IN DOING BUSINESS WITH THE  
CITY OF RICHMOND, VA!  
RITA HENDERSON, OMBD DIRECTOR

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555  
Email: xyz@microsoft.com



*Your business tag line here.*

*We're on the Web!*  
*example.microsoft.com*

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is

small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

insert a clip art image or some other graphic.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to



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