

# 2010



COUNTY OF ALLEGHENY  
DEPARTMENT OF M/W/DBE

DAN ONORATO  
COUNTY EXECUTIVE

RUTH BYRD-SMITH  
DIRECTOR

# ALLEGHENY COUNTY M/W/DBE DEPARTMENT ANNUAL REPORT

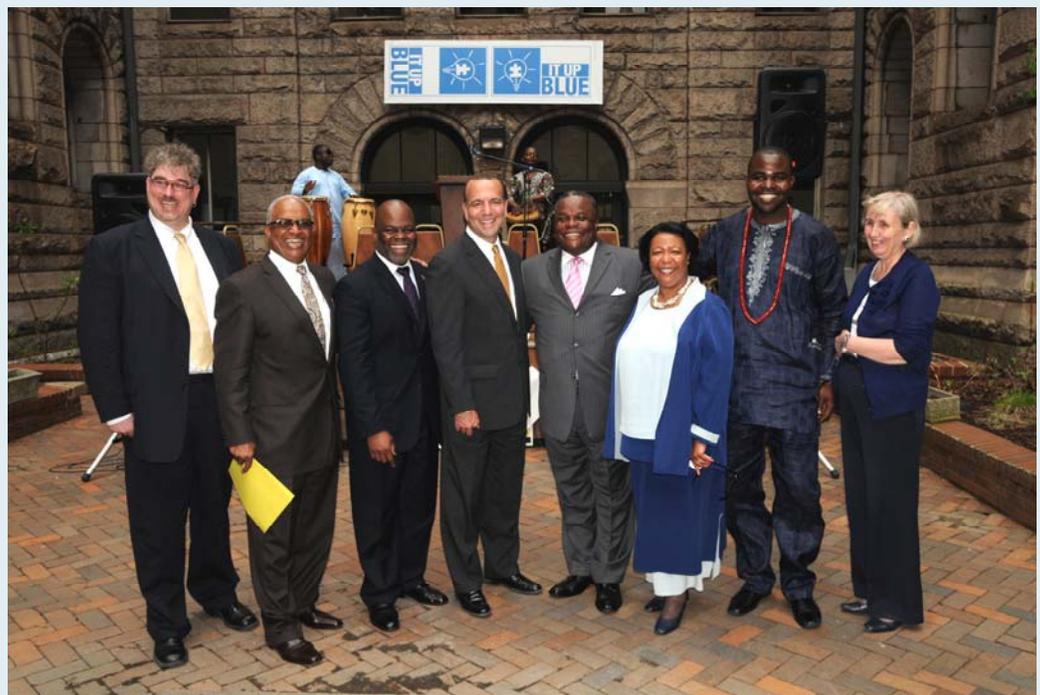
## Spotlight on Progress

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### Department Staff:

Ruth Byrd-Smith-Director  
Lisa Edmonds-Deputy Director  
Nancy Florence-Office Manager  
Chandler Wolf-  
Contract/Certification Manager  
Sue Broadus-  
Contract/Certification Monitor  
Kristy Kwisnek- Clerk Typist II



Left to right: Andrew Reid, Ray Parker, Willie Taylor, County Executive Dan Onorato, Dr. Howard Slaughter, Ruth Byrd-Smith, Rufus Idris, Mary Esther Van Shura

### U.S. Commerce Department Awards \$300,000 Grant to CEED

The U.S. Commerce Department's Economic Development Administration (EDA) announced a \$300,000 grant to Christian Evangelistic Economic Development (CEED) of Pittsburgh, to provide technical assistance to economically distressed microenterprises in the Pittsburgh region. This project is expected to facilitate the creation of new jobs and generate private investment in microenterprises that are a key building block in repositioning

challenged areas.

The Allegheny County M/W/DBE Department began assisting CEED with this process in 2010.

"Allegheny County is always happy to work with non-profits such as CEED in promoting job creation and business development in economically depressed communities," said Allegheny County Executive Dan Onorato.

"EDA makes strategic investments to expand access to innovators and entrepreneurs, and provide the resources they need to thrive and bring their ideas to market," said the U.S. Assistant Secretary of Commerce for Economic Development. "This is the type of collaboration the White House Office of Faith-Based and Neighborhood Partnerships is promoting to help accelerate the nation's recovery."

## U.S. Commerce Department Awards \$300,000 Grant to CEED cont'd.



President Obama's Office of Faith-Based and Neighborhood Partnerships works to engage community groups in the national economic development process by promoting awareness of funding opportunities in order to ensure faith-based community groups, such as CEED, can play a role in helping to increase competitiveness.

"Providing technical assistance to enthusiastic entrepreneurs ready to

achieve the American Dream is a key component of CEED's economic development efforts," said Rufus Idris, Executive Director of CEED. "Already efforts have seen the creation of a number of successful neighborhood businesses and its expansion will provide opportunity to 75 new microbusinesses."

The EDA investment will support local efforts to address the challenges faced by start-up and existing underserved and

disadvantaged entrepreneurs by providing technical assistance to immigrant-owned, refugee-owned, minority-owned and veteran-owned microenterprises in a ten-county region which includes Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Westmoreland and Washington Counties.

*"Allegheny County is always happy to work with non-profits such as CEED."*  
-Dan Onorato,  
Allegheny County  
Executive

*"Providing technical assistance to enthusiastic entrepreneurs ready to achieve the American Dream is a key component of CEED's economic development efforts."*  
-Rufus Idris,  
Executive Director  
CEED



Allegheny County Executive Dan Onorato speaks at CEED event.



## Mission Statement

To create an environment that promotes meaningful business opportunities, showcases viable M/W/DBE firm capabilities, builds productive partnerships and exercises effective program management, targeted towards successful integration of M/W/DBE firms within the business structure of Allegheny County and surrounding areas.

The Department of Minority, Women and Disadvantaged Business Enterprise (M/W/DBE) serves as the catalyst for business development by providing technical assistance, advocating M/W/DBE business concerns, and providing information on opportunities within Allegheny County, as well as other local public agencies. This department works in

partnership with all County departments and the community at large, to ensure the inclusion of M/W/DBE firms in meaningful business opportunities throughout Allegheny County.

## Director's Corner



Welcome to the 2010 Annual Report of the Allegheny County Department of Minority, Women and Disadvantaged Business Enterprise (M/W/DBE). As you will see, we had a busy and satisfying year in our mission to assist and grow our community of M/W/DBE businesses.

The cover story is about Allegheny County's collaborative efforts toward assisting a local non-profit that also works with small minority businesses. Featured in this issue is an inspiring story about a local woman who started a successful manufacturing and retail skin care company. We also spotlight the efforts we are taking as

Allegheny County employees to be more health conscious and have a better quality of life. Finally, we present profiles of our MBE Advisory Committee, statistics on the activity of the department, contracting goals for 2010 and photos from outreach activities.

I hope that you find our Annual Report both informative and inspiring!

Thank you for your continued support of our mission.

Ruth Byrd-Smith

Director, M/W/DBE

# Soap, Naturally!



Cynthia Hill, Owner,  
Third Day Luxury  
Soaps

A major casualty of Pittsburgh weather is our skin, especially after grueling winters like this year's. Ready to combat and remedy this assault on our outer layer is Cynthia Hill, founder and owner of Third Day Luxury Soaps, located near the Smallman Street entrance of the Pittsburgh Public Market in the Strip District. Ms. Hill's soaps and body products are made from natural and organic products, with African Shea butter as the "cornerstone" ingredient.

Other aromatic ingredients include twenty-five different types of herbs grown in a greenhouse at her home in Duquesne, Pennsylvania. A stalwart supporter of the organic and natural movement, Cynthia believes that her original recipes, which also include essential oils and lemongrass, are a healthy antidote to our oftentimes stressful and polluted environment.

A native of Pittsburgh, Cynthia developed her interest in soap making as she sought therapeutic ways to cope with the loss of her mother. She learned to make soap from a book she acquired in 2003 and soon became adept in the art of soap making. In 2005, Cynthia decided to open her business. Prior to embarking on her journey into the world of entrepreneurship, she worked at the Carnegie Library in Braddock, Pennsylvania and for the Urban League of Pittsburgh.

Cynthia is a true believer in what she does, and she uses her environmental consciousness and position as a soap maker to educate her customers about the value of using natural and organic products. Her products are designed for a variety of skin

types, and her knowledge of herbs and oils allows her to determine what combinations work best for each type. Her mission statement says that she is "...committed and dedicated to formulating handcrafted, natural/organic luxury soaps, lotions, herbal bath and body care, bringing your family healthier skin at an affordable price, while respecting the planet and lending a hand in making the world a better place to live." Admirable goals, indeed.

During the interview, Cynthia was asked if she had any words of advice for women like herself who want to begin a business venture. She replied, "Find something you enjoy doing and keep at it, even when it gets painful." Cynthia does not credit her success to an individual mentor, but instead believes that it is the result of the support she has received from family, friends, organizations such as the Urban League and Volunteers for America, and the many entrepreneurial workshops she has attended over the years. One of her biggest fans and supporters is M/W/DBE Director Ruth Byrd-Smith. She and Cynthia met at the Pittsburgh YWCA's Enterprising Women Program a few years ago, where Ms. Byrd-Smith was a guest speaker.

Third Day Luxury Soaps may soon be in for a name change. Cynthia says that she plans to change the name of her company to Third Day Organics in order to reflect that her product line is not limited to soaps. In addition to her beautifully yet lightly fragrant soaps, she makes body lotions, face creams, bath fizzes (a bit like Alka-Seltzer for the bathtub), and a lovely Shea

butter oil mist with lemongrass that can be sprayed all over the body.

While Cynthia acknowledges that the slow economy has affected business, she is far from discouraged. She markets herself through social websites such as Facebook and MySpace, has a formidable word of mouth network, and uses traditional methods such as print advertising in local newspapers to spread the word about her products. She also has her own website, [thirddayluxurysoaps.zoomshare.com](http://thirddayluxurysoaps.zoomshare.com), and gives free samples to curious onlookers at her booth at the Pittsburgh Public Market in hopes of converting them to customers. Cynthia is also making plans to turn her area at the market into a "spa-tique" where customers can experience her products firsthand through mini-facials and hand massages.

If it is not possible to get to the Pittsburgh Public Market, Cynthia's products can be purchased online at [thirddayluxurysoaps.etsy.com](http://thirddayluxurysoaps.etsy.com), and she can be reached at [thirddayluxurysoaps@yahoo.com](mailto:thirddayluxurysoaps@yahoo.com). She is also available for craft shows, trade shows, college and corporate events, church bazaars, and community festivals.

Do your skin and the planet a favor, stop in to see Cynthia Hill at Third Day Luxury Soaps and experience her nurturing and natural products!

*"...committed and dedicated to formulating handcrafted, natural/organic luxury soaps, lotions, herbal bath and body care, bringing your family healthier skin at an affordable price, while respecting the planet and lending a hand in making the world a better place to live."*  
-Cynthia Hill



Soaps, Body Lotions,  
Face Creams,  
Bath Fizzes,  
Shea Butter Oil Mist

# Spotlight on Employee Wellness Program



The Allegheny County Employee Wellness Program is designed to positively impact the health of our workforce and the financial health of Allegheny County. The County's worksite wellness program is Highmark's Lifestyle Returns. Lifestyle Returns is an incentive-based program designed to assist employees in taking more control of their health. Employees learn ways to develop and incorporate healthy choices into their daily living through education and activity resulting in greater health.

County employees can easily access Lifestyle Returns online. Those who do not have access to the internet at work can obtain a packet to complete the process. Lifestyle Returns is a three-step program with five components that helps you address all aspects of your health, then rewards you for completing every step. The program must be completed between January 1 and September 30, 2011.

The M/W/DBE Department staff is highly committed to improving our health and well being. As such, we are participating in the program. In recent years we have had 100% involvement - and we are pretty proud of our results! Our staff has gone over and above what is required by the program, which is a testament to their dedication toward taking ownership of their personal well-being. The department has utilized Blues on Call's Health Coach, taken part in walkathons, participated in programs such as Maintain Don't Gain, Eat Well for Life, 10,000 Step Challenge, Maintain Your Mind, and so much more.

Last year, a personal nutrition coach came to our worksite and met with our program participants. The coach, a registered dietitian, covered nutrition plans, including portion control and eating healthier foods, and provided nutritional recipes. The dietitian also provided an individualized diet and nutrition plan for each employee.

The Wellness Program is administered by the Wellness Committee, which is made up of employees from all areas of the County workforce. The committee members work hard to motivate all Allegheny County employees and to communicate information about Lifestyle Returns. Because the committee is so dedicated, we are seeing positive results.



Nancy Florence,  
Wellness Committee  
Member

## **The Allegheny County Employee Wellness Program**

Designed to positively impact the health of our workforce and the financial health of Allegheny County.

## 2010 MBE Advisory Committee Members



M. Gayle Moss  
Committee Chair  
President,  
[NAACP Pittsburgh  
Branch](#)



Timothy H. Johnson  
Director,  
[Allegheny County  
Dept. of Administra-  
tive Services](#)



Toni Y. Silva, MSW  
Supplier Relations  
Director,  
[UPMC  
Supplier Relations](#)



Amy Griser  
Director,  
[Allegheny County  
Dept. of Budget &  
Finance](#)



Joseph Olczak  
Director,  
[Allegheny County  
Dept. of Public  
Works](#)



Victor Diaz  
President,  
[Pittsburgh Metropolitan  
Area Hispanic Chamber  
of Commerce](#)



Im Sook Reinhart  
President,  
[Controls Link, Inc.](#)



Dennis Davin  
Director,  
[Allegheny County  
Dept. of Economic  
Development](#)



Tim Stevens  
Chairman,  
[Black Political  
Empowerment  
Project \(B-PEP\)](#)



Marc Little  
President/CEO,  
[MWELA](#)



Kenneth L. Huston  
President/CEO,  
[Huston Trust, Inc.](#)



Mark Patrick Flaherty  
[Allegheny County  
Controller](#)



Abass Kamara  
Director,  
[Pittsburgh Penguins  
Government Affairs](#)

No Photo  
Available for the  
following MBE  
Advisory Committee  
Member:

Iftikhar Malik  
President,  
Shawn Malik, Inc.

## MWDBE Department Staff



Back Row, L-R: Sue Broadus, Lisa Edmonds, Kristy Kwisnek, Nancy  
Florence, Lorraine Blonar, Chandler Wolf  
Front Row: Ruth Byrd-Smith



Department of Minority, Women and Disadvantaged  
Business Enterprise

204 County Office Building  
542 Forbes Avenue  
Pittsburgh, PA 15219

Phone: 412-350-4309  
Fax: 412-350-4915  
E-mail: mwdbe@alleghenycounty.us

**Tracked 2010 Contracts**

**Award Date 1/1/2010 – 12/31/2010**

**Total Contracts: \$79,892,825.70**

**Minority Prime Awarded Contracts: \$1,555,800.45**  
(Includes Minority Women utilized under Minority category in participation plan)

**Non-Minority Women Prime Contracts: \$356,105.50**

**Minority Sub Contracts: \$7,692,765.38**  
(Includes Minority Women utilized under Minority category in participation plan)

**Non-Minority Women Sub Contracts: \$7,320,090.80**

**Total MWDBE: \$16,924,762.13**

<b><u>MBE</u></b>	<b><u>WBE</u></b>
11.51%	9.67%

**Total Percentages: 21.18%**  
(Final Reported Statistics)

**Detailed Statistics:**

- Certification On-Sites 93
- Construction Status Meetings 88
- Pre-bid & Bid Openings 30
- Served on Selection Committees 8
- Certification Workshops/  
Assistance with Certification  
Application 74
- Trade Shows/Networking Events 19

**2010 Non-Profit Spending Summary**

<b>Faith Based Only Contracts</b>	<b>\$66,166,551.00</b>
<b>African American Only Contracts</b>	<b>\$45,380,725.00</b>
<b>Faith Based &amp; African American</b>	<b>\$8,267,695.00</b>
<b>Total Spend</b>	<b>\$119,814,971.00</b>

***Tracked Spending Special Note: MWDBE Spend + Non-Profit Spend = \$136,739,733.13***

# 2010 M/W/DBE Events



Governmental Committee  
Annual Event



GACO  
How to Do Business with  
Allegheny County  
Frank Alessio,  
Purchasing



GACO  
Trade Show  
Sue Broadus,  
M/W/DBE  
Contract/Certification  
Monitor



SBA/MWDBE  
Lending Event  
Dane Yancic,  
Economic Development



MBOC Trade Show  
Elaine Dudley (Left),  
Economic Development;  
Lynn Ricciardi (Center),  
Economic Development;  
Phil La May (Right),  
Dept. of Public Works



Governors Affairs  
Conference for Women  
Chandler Wolf,  
M/W/DBE  
Contract/Certification  
Manager



Trade Union Summit  
County Executive Dan  
Onorato (Left);  
MBE Advisory Committee  
Member Tim Stevens  
(Right)



Annual Open House



NAWBO Day



WBENC  
Conference Participants  
(Left); Deputy Director Lisa  
Edmonds (Front Right);  
Intern Brittany Burns (Back  
Right)