

Empire State Development News
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NEW YORK STATE HOSTS JUMPSTART EVENT FOR MWBE FIRMS THAT PROVIDE HIGH-TECH PRODUCTS AND SERVICES

More than 400 People Attend First-of-Its-Kind Event for Minority and Women Owned Businesses Event Connects Smaller Technology Companies with Larger Firms to Encourage Partnerships

New York State Chief Information Officer/Office for Technology and Empire State Development Corporation's Division of Minority and Women Owned Business Development today hosted the *1st Annual Technology Sector MWBE Jumpstart Event* for minority and women owned business enterprises. At the event 40 high-tech companies and 13 of the state's largest agencies met with representatives from more than 140 MWBE firms. The goal was to introduce and connect state-certified MWBE companies with the largest IT companies currently doing business with the state, and help them build relationships and form strategic partnerships.

"This Jumpstart Event provides terrific networking opportunities for women and minority businesses to establish new contacts with some of the world's largest technology companies," said Governor David A. Paterson. "Events like this continue our efforts to empower MWBE firms and demonstrate our commitment to creating a healthy business climate where all businesses can thrive and our economy is strengthened."

"We are excited to bring this special event to our MWBE firms working in the technology sector. It is a great opportunity for an MWBE to meet top technology companies, many of which have a global presence, at an event designed specifically for MWBEs," said Dr. Melodie Mayberry-Stewart, New York State Chief Information Officer and Director of the Office for Technology and co-partner of the event. "As one of the largest buyers of IT products and services in state government, we are committed to supporting MWBE firms in our agency technology procurements. We have set a goal to increase participation by MWBE firms to 20% by 2010. We hope other state agencies and the large technology firms will join us in our commitment to encourage diversity throughout supplier networks and in support of our state's businesses."

Michael Jones-Bey, Executive Director of the NYS Division of Minority and Women Business Development, added, "Today's MWBE IT sector opportunities conference is the culmination of a great partnership with government and the private industry. We are sending the message to those businesses who are the dominant vendors who get state contracts that we are changing the way we do business in New York State and supplier diversity is a priority. We are encouraging them to create opportunities for MWBEs through the use of joint ventures, subcontracts, reseller agreements, and the establishment of distributorships. I am happy to say that the private sector has begun to answer our call as evidenced by the 12 corporations that have pledged today to increase their use of MWBEs to 15% by 2009 and 20% by 2010.

"The 12 corporations that announced their embrace of the Governor's new MWBE initiative and made voluntary pledges are: Accenture; Computer Aid, Inc.; CGI; DELL; EDS; Gateway; IBM; Microsoft; Oracle; Qwest; Unisys; and Xerox. We are proud to see these companies step forward and provide

leadership in this state. We also expect this list to grow and believe events like today's conference will help to inspire other companies in New York to create opportunities for MWBEs."

Michael Jones-Bey continued saying, "This is a great time to be an MWBE in the technology sector. Under the leadership of NYS CIO Dr. Melodie Mayberry-Stewart we are witnessing a transformation in the way government deploys technology to improve the quality of government services and reduce costs. In addition, the private sector is leveraging the wealth of our state's vast intellectual capital to establish New York as a national leader in technology and innovation. Over the next decade billions of dollars will be spent in this industry. As we implement the Governor's new MWBE initiative, we have a real opportunity to spend this money in ways that will stimulate economic development in communities throughout the state."

The half-day, comprehensive event was designed to create an opportunity for minority and women-owned technology firms to connect with industry leading technology companies serving New York State. New York's major technology vendors had the opportunity to meet MWBE firms and build strategic connections to help them meet supplier diversity goals established by the state and grow our state's economy.

James Brown, a CBS Sports Commentator and Co-Founder of Brown Technology Group, a New York State certified MWBE, was the keynote speaker. He spoke about successful marketing strategies for MWBE firms and encouraged greater collaboration among all firms, large and small.

James Brown said, "This unprecedented event is a tangible indication of Governor Paterson's commitment to actively encourage and engage MWBEs, one of the fastest growing segments in the state's economy. It's a wonderful opportunity and a tremendous win-win for all the businesses here today."

The high-tech companies that were present represent nearly \$170 Billion in revenue from worldwide sales. The 13 state agencies are the largest consumers of technology in state government and represent nearly 80% of the state's annual IT purchases. New York invests nearly \$2 Billion annually in technology products and services to support the public programs provided by state agencies. In New York State there are approximately 300 registered MWBE firms that specialize in the technology sector and approximately 7,000 MWBE firms registered across all business sectors.

"By increasing our efforts to boost MWBE firms in the IT sector we expand the successes of individuals, as well as the companies that they serve," said Senator Jim Alesi, Chairman of the Senate Committee on Commerce, Economic Development and Small Business. "Moreover, we demonstrate our strong commitment to future MWBE owners that there is a viable place for them in our state's economy. The 'Jumpstart Event' should be only a beginning in our serious efforts to enlarge the field of opportunities for minorities and women, not only in the IT sector, but in every area of economic development."

Senator Malcolm A. Smith said, "I would like to commend the NYS Division of Minority and Women Business Development on organizing such a successful event. The Senate Democratic Conference has worked to ensure the state legislature provides opportunities to small- and minority-owned businesses to receive the same opportunities as larger firms tend to. The technology industry has a lot to offer and is always evolving. This event will help contractors connect with MWBEs to meet the state's diversity goals. I look forward to similar events being held throughout the state."

As Chair of the Oversight Committee on MWBEs in the NYS Assembly, Assemblymember Crystal Peoples stated, "I am excited about the opportunity for MWBE businesses to meet with the industry's leading technology firms within this state. This event and other events like it are what's needed to ensure that MWBE businesses make connections and receive opportunities that will not only benefit their businesses, but our communities as well."

"The Assembly is delighted that New York State has made a large scale commitment to the MWBE community by hosting a *Technology Sector Jumpstart*," said Assemblywoman RoAnn M. Destito, Chair of the Assembly Standing Committee on Governmental Operations. "This program will effectively increase opportunities for MWBEs to partner with the state. Dr. Melodie Mayberry-Stewart and

Michael Jones-Bey are to be commended for putting their vision to partner with MWBEs in the technology field a reality."

Assemblyman Jack Quinn stated, "As Ranking Minority Member of the Oversight of Minority and Women-owned Business Enterprises Subcommittee, I am pleased to see this one of a kind event taking place in New York State. It is important for our state to continue to provide every opportunity for technology businesses to succeed and this event is one step in many in ensuring that success."

Sylvia Hamer, New York State Deputy Secretary for Technology, Operations and Gaming said, "Today's event is significant as New York continues to level the playing field for minority and women owned businesses. Through outreach efforts like this Jumpstart Event we are able to provide new opportunities to qualified MWBE firms and help them begin to build strategic alliances with corporate partners."

New York Secretary of State Lorraine Cortés-Vázquez said, "This is one of the many steps taken by Governor Paterson to open business opportunities for women and minority entrepreneurs in New York State. A successful business plan incorporates all aspects of the market and reflects its diversity. I am pleased that the Department of State will be able to work to support New York's reinvigorated MWBE initiative."

The State Chief Information Officer and Office for Technology (CIO/OFT) provides statewide IT strategic direction and centralized IT services to the state and its governmental entities. CIO/OFT provides a number of IT services that support the missions of 27 state agencies including telecommunications, internet and intranet provisions, email, IT training, networking, and data storage and processing. In addition, the agency has a world renowned project management practice, assists with application development, and sets technology strategy and policies for the state enterprise.

The Division of Minority and Women Owned Business Development is an office within Empire State Development Corporation, the state's primary economic development arm. The office performs three major functions: to encourage and assist state agencies that are engaged in contracting activities to award a fair share of state contracts to MWBE firms; to review and approve applications by businesses seeking MWBE certification and maintain a directory of certified firms; and to promote the business development of MWBE firms through education and outreach to state agencies and MWBEs.

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