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July 2008

Minority Business Accelerator 2.5+

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Important Dates

Sat., Aug. 2, 2008
9 to 11 a.m.
University Hospitals
Construction Business
Forum
UH Bolwell Building
Conference Room A
11000 Euclid Avenue
Cleveland, OH 44106
For information call
(216) 283-0707

Thurs., Aug. 21, 2008
4:30 p.m.
Akron Urban League
MBE Certification
Workshop
250 East Market Street
Akron, OH 44308
To register call
(234) 542-4149

Tues., Sept. 9, 2008
4 to 7 p.m.
Cuyahoga Community
College
Construction Diversity
Open House
Corporate College East
Super Conference Room
4400 Richmond Road
Warrensville Heights, OH
44128
[RSVP here.](#)

Wed., Sept. 10, 2008
12:00 p.m.

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**Closing the deal:
Global Point Technologies and CWRU**

As one of the [Minority Business Accelerator 2.5+](#) participating MBEs, Rick Zamora, president of Global Point Technologies, Inc., sees his

**GCP City Club Forum
"Infrastructure
and Transportation"**
850 Euclid Avenue
Cleveland, OH 44114
[RSVP here.](#)

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involvement as an opportunity to objectively analyze his business and see what's needed to grow and expand. "I always say 'you don't know what you don't know.' You think you can take your business to the next level, but it's very important to first develop the infrastructure to support growth," he says.

With assistance from the MBAccelerator 2.5+, Global Point Technologies recently landed a \$300,000 data-center cabling contract with [Case Western Reserve University](#). Zamora estimates the project will take 8-12 months. Securing opportunities with larger clients is evidence of his company's ability to handle bigger jobs, says Zamora, who started the company in 2003. He currently has a core team of eight employees and recently opened a second office in Dublin, Ohio, near Columbus.

"Originally we targeted mid-market accounts," he says. "Then we got our first big break with [Eaton Corporation](#), which gave us an opportunity to do a very large project and get our first certification." This project allowed the company to use Eaton as a reference and paved the way for successfully bidding on and completing contracts with [KeyBank](#) and [University Hospitals](#).

Global Point Technologies, based in North Royalton, is a certified structured cabling, low-voltage installation company, offering complete design/build and installation services for all data and voice communications needs. This includes structured cabling systems, fiber optic installations and outside-plant cabling. The company also has three other divisions: Kayzie, which provides horizontal directional underground drilling; Global Point Distribution Services, a wholesale distributor of voice/data and electrical supplies; and GPT Plenum Control, a full-service data-center consulting, maintenance and cleaning company.

Zamora, a native of Mexico who became a U.S. citizen in 1984, has been active in the Hispanic business community as a former board member and past president of the [Hispanic Chamber of Commerce for Ohio](#). A graduate of Baldwin-Wallace College, he's currently on the board of the [Northern Ohio Minority Business Council](#) and a member of the Leadership Cleveland Class of 2008.

Learn more about Zamora from [his interview](#) in the "[Opportunities and Outcomes](#)" video, which spotlights successful Northeast Ohio MBEs.

**Accelerator assists UH with achieving inclusion goals
Q&A with Margaret Hewitt
UH Vice President, Construction Services**

Why has University Hospitals committed so significantly to incorporating inclusion in its construction projects?

UH recognizes its role as a leader in our community and, because of its size and location, the major role it can play in influencing economic change for local citizens. In addition, UH's planned construction projects for the next several years offer a rare opportunity to create practices that can be tested over several projects and build new partnerships and sustainable change in the way business is done. Increasing inclusion is an achievable goal for UH and the community. We have the right interested partners to pull it off.



What is the Project Labor Agreement (PLA) and how is it different from the typical approach to inclusion on construction projects?

The Vision 2010 Project Labor Agreement, signed by UH and the Cleveland Building and Trade Unions, has key components that further diversity and inclusion in this industry sector in Northeast Ohio including:

- It applies to all University Hospital Vision 2010 construction projects (totaling over \$1 billion)
- It adopts City of Cleveland goals of having 20 percent of construction jobs held by Cleveland residents, 15 percent by minority business enterprises (MBEs) and 5 percent by women business enterprises (WBEs).
- It offers opportunities for nonunion construction companies to participate through joint venture partnerships with unionized construction companies.
- It includes an opportunity for students from Max Hayes High School to enter the construction trades

It differs from the usual approach in three ways: (1) The right partners are participating. (2) Specific goals were set to make the greatest impact for the region and city. (3) It includes the means for everyone to participate.

How does participation in the MBAccelerator 2.5+ benefit your supplier diversity strategy?

The Accelerator gives UH a local, responsive partner that brings forward minority suppliers to meet a specific opportunity when we identify the project. It also enables us to outsource some of the important work in identifying and preparing MBEs to respond to an opportunity. In addition, the Accelerator can bring UH creative opportunities to add MBEs to our pool of suppliers.



Reception held for new UH Vision 2010 construction director

About 80 guests attended a "meet and greet" reception on July 30 for Cassandra Johnson (photo right), the new director of construction for [University Hospitals Vision 2010](#) construction projects. The event was held at the offices of the [Greater Cleveland Partnership](#) in The Higbee Building and hosted by University Hospitals, the [Commission on Economic Inclusion](#) and Minority Business Solutions, a consulting firm working with UH to promote diverse participation in the hospital's Vision 2010 construction projects.

Vision 2010 projects include a [new Ireland Cancer Center hospital](#); a [new neonatal intensive care unit](#) at Rainbow Babies & Children's Hospital; a new [Center for Emergency Medicine](#), which will more than double the square footage of the emergency departments at University Hospitals Case Medical Center and Rainbow Babies & Children's Hospital; and the new [Ahuja Medical Center](#) to be built at I-271 and Harvard Road.

UH, Tri-C events to focus on MBE, FBE participation in construction projects

Two upcoming events will focus on informing diverse contractors, engineers and design professionals about opportunities to participate in major construction projects:

[University Hospitals](#) is hosting a "Construction Business Forum" on **Sat., Aug. 2** from 9 to 11 a.m. to acquaint MBE/FBE contractors and design professionals not currently working with UH with requirements particular to construction in the healthcare industry. The forum will be held in the UH Bolwell Building, Conference Room A, 11000 Euclid Ave. For more information [e-mail](#) Minority Business Solutions or call (216) 283-0707.

[Cuyahoga Community College](#) will hold a "Construction Diversity Open House," hosted by Gilbane Construction, on **Tues., Sept. 9** from 4 to 7 p.m. at Corporate College East, 4400 Richmond Road in Warrensville Heights. Representatives from Tri-C's Office of Inclusion and Diversity, Supplier Managed Services and Capital and Construction departments will provide information about processes and procedures that will be implemented as Tri-C proceeds with its 10-year master building, expansion and construction plan. For more information, [download the brochure](#). You also can [go here](#) to register online.

Business Opportunities for MBEs

There are several Northeast Ohio business opportunities, totaling more than \$23.5 million, for MBEs that are registered with the [MBAccelerator2.5+](#):

- Construction renovation/general construction-total \$10 million
- Housing rehabilitation-\$1.5 million
 - Residential weatherization-\$1 million
 - Sanitary and drainage system-\$10 million
 - Specialty printing-\$1 million

These additional opportunities have been identified. Contract amounts are yet to be determined.

- Business writing
- Career coach

- Credit training (commercial)
- Delivery services
- Electrical contracting
- General contracting
- Instructional design
- Office furniture (sales and assembly)
- Paving general contractor (local/union-exterior renovations)
- Presentation training
- Technology services (cabling)
- Transportation specialized instruments
- Web-based training development

Please [e-mail Wyatt Brownlee](#), the MBE portfolio manager for the MBEAccelerator2.5+ or call (216) 592-2231 for more information. If you have a business opportunity, please contact the MBEAccelerator2.5 + corporate portfolio manager Deborah Bridwell [by e-mail](#) or call (216) 592-2345.

Find out if your business is eligible for the MBEAccelerator2.5+. [Use this link](#) to learn more about the qualifications required for MBEs to participate in the MBEAccelerator2.5+.

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