



NEW YORK STATE SENATOR

James Sanders Jr.

## Sanders Brings MWBE Opportunities to District at Small Biz Conference

JAMES SANDERS JR. July 22, 2016





State Senator James Sanders Jr. (D-Rochdale Village) today held a Small Business Development Conference primarily aimed at helping Minority and Women-Owned Business Enterprises (MWBEs) learn how to get certified, or if already certified, how to locate contracting opportunities, funding and other resources. Some 60 people attended the event which took place at the Crowne Plaza JFK Hotel in Jamaica.

With major construction projects under way such as the redevelopment of LaGuardia Airport and more coming in the future like the revamp of the Port Authority Bus Terminal, it is important to strike while the iron is hot. That was a major point Senator Sanders focused on as he addressed the crowd. "In the midst of water, only a fool is thirsty," he said, quoting Bob Marley.

"I would encourage you to get yourself together and get yourself ready," Sanders continued. "These opportunities are way too big not to be informed, not to be aware and not to be ready. The opportunity of a lifetime is limited by the lifetime of the opportunity."

While the entirety of the panel of experts at the event advised those who qualify to become MWBE certified, several also agreed that doing so is just one of several steps necessary to achieving success and getting awarded a government contract. Other advice included developing a business plan, networking and building relationships, both with other businesses and organizations as well as banks.

"People do business with people they know," said Walter Maxwell, Executive Director for External Affairs at NYC Small Business Services.

Maxwell also said that it is important to develop an understanding of the types of items and work that are in demand. NYC procures 11,500 different products and services, he noted.

