



Issue 12 — January 2024



## ***What's NEW!***

### **RURAL CENTER MINORITY BUSINESS ENTERPRISE (RMBE)**



*The Maryland MBDA Business Center, Owned & Operated by L.S. Caldwell & Associates Inc. under the U. S. Department of Commerce, Minority Business Development Agency (MBDA), in partnership with the Maryland Business Clergy Partnership proudly announces the opening of its new Maryland Rural MBDA Business Center located in Southern Maryland.*

The U. S. Department of Commerce, Minority Business Development Agency has awarded twenty-one (21) Rural Supplements to implement programing specifically to support Rural Minority Business Enterprises (RMBEs) across the country. This program is in alignment with the Biden-Harris Administration's priority of providing technical assistance to rural minority business enterprises with particular emphasis on strengthening the entrepreneurial ecosystem and support for RMBEs. **The Rural Supplement program period is September 1, 2023 - August 31, 2024.**

If you are starting a new business in a rural Maryland County or are an existing rural minority business seeking to grow or expand your company, connect with expert *Business Development Specialists*, industry leaders and *Strategic Resource Partners* at the Maryland Rural MBDA Business Center located at: **204 Washington Avenue, LaPlata, Maryland 20646.**

#### **RMBE Services include but are not limited to:**

- Technical Assistance
- One-on-one Consulting
- Government Contracting Training & Education
- Contract & Procurement Opportunities
- Access to Capital & Bonding
- Minority Business Certification Assistance
- B2B & B2G Networking

#### **Maryland Rural MBDA Center Service Area:**

Allegany, Caroline, Carroll, Cecil Charles, Calvert, Dorchester, Frederick, Garrett, Harford, Kent, Queen Anne's, Somerset, St. Mary's Talbot, Washington, Wicomico and Worcester

**To learn more about the Maryland Rural Center and how to participate you may contact the office at 202.880.3560, visit [Rural MBE Center - Maryland MBDA Business Center \(marylandmbdacenter.com\)](https://rural.mbdacenter.com) or contact one of our team members below.**

## The RMBE Team



**Lisa Ellis**

**Rural MBE Outreach Coordinator**  
[lellis@marylandmbdacenter.com](mailto:lellis@marylandmbdacenter.com)



**David Neal**

**Business Development Specialist**  
[dneal@marylandmbdacenter.com](mailto:dneal@marylandmbdacenter.com)

## New Client SPOTLIGHT!

### THE MARYLAND MBDA BUSINESS CENTER WELCOMES:

**iTrust Human Capital Management.** A Woman-Owned Minority Business founded by its CEO Tennille Heard; iTrust is an end-to-end staffing and consulting agency offering exceptional recruitment and consulting services. Learn more about iTrust's Services and Capabilities below:



### iTRUST HUMAN CAPITAL MANAGEMENT CAPABILITIES STATEMENT

#### MISSION STATEMENT

To help businesses, private, state, local, and government organizations identify and recruit extraordinary talents, and to provide exceptional consulting services to clients.



Tennille Heard



[tennille@itrustcm.com](mailto:tennille@itrustcm.com)



443-955-5885



Accounting  
& Finance



Administrative/  
Clerical



Construction/  
Engineering



Healthcare



IT & Project  
Management



Human  
Resources

#### COMPANY OVERVIEW

**iTrust Human Capital Management** is an end-to-end staffing and consulting agency offering exceptional recruitment and consulting services. From contract, contract-to-hire, or direct hire staffing support to finding your ideal candidates or teams to meet specific requirements—our team is committed to finding you exactly the right match quickly and reliably. Leveraging cutting edge technologies as well as our vast network of highly trained professionals, iTrust Human Capital Management has an impeccable record for timely results delivery so clients can overcome challenges successfully and achieve success.

#### NAICS CODES

**541612** - Human Resources Consulting Services

**561320** - Temporary Help Services

**561311** - Employment Placement Agencies

**541519** - Other Computer Related Services

#### CERTIFICATIONS

**State of MD** - MBE, SBE, DBE, ACDBE  
**Federal** - EDWOSB/WOSB

**CAGE CODE:** 981J8

#### PAST PERFORMANCES

- Provided IT Staffing Solutions to **Trinity Global Consulting** and **NextStep Technology, Inc** supporting G4 Army at the Pentagon cleared roles.
- Identified and recruited best talents in administrative, insurance, IT, and managerial roles for **Zillion Technologies**.

#### KEY DIFFERENTIATORS

**Integrity & Transparency:** Our unwavering value for integrity ignites trust within our partnerships. We are fully transparent with our recruitment process, human resources, and other consulting services.

**Result-driven:** We are committed to success and step up to every challenge with a can-do attitude.

**Flexibility & Customer-focused:** We embrace new perspectives and ideas to ensure we continuously evolve and adapt. And we put our client at the center of our service.

**Diversity:** We live in a diverse world, and we strive for diversity.

[www.itrusthcm.com](http://www.itrusthcm.com)

*We wish iTrust Human Capital Management much SUCCESS in 2024 and years to come!*

## Special EVENTS!

## GRANT SYMPOSIUM ANNOUNCEMENT:



### MARYLAND MBDA BUSINESS CENTER

#### 2024 GRANT SYMPOSIUM

"Bridging the GAP between Minority Business Enterprises AND Grant Dollars!"



The **U.S. Department of Commerce, Minority Business Development Agency (MBDA) Maryland Business Center** is mandated to provide Minority Business Enterprises (MBE) with **Access to Capital** with focus on MBE growth and prosperity for all. The Maryland MBDA Business Center services MBEs throughout the Washington, DC and Baltimore Metropolitan Areas and throughout the United States and is excited to announce its upcoming **2024 Grant Symposium, the first of its kind!**

The Maryland MBDA Business Center **owned and operated by L. S. Caldwell & Associates, Inc.**, will host **one hundred (100) grantors** allowing minority business enterprises (MBE) access to grants, which are untapped resources, of all types and sizes. The Symposium will also feature various informational and professional service workshops to include topics such as "Grant Writing", "Tax Implications for Grant Recipients", "Human Resources and Staffing - How to Get Ready", and more! The Grant Symposium aims to provide a platform for minority-owned businesses to access capital, business resources, build networks, and gain insights crucial to their success, **"Bridging the GAP between Minority Business Enterprises AND Grant Dollars!"**

#### EVENT DETAILS:

**Date:** Thursday, April 11, 2024

**Time:** 7:30 AM - 4:00 PM

Registration - Breakfast/Lunch - Grant Workshops (100 grants)

**Location:** Silver Spring Civic Building at Veterans Plaza  
1 Veterans Plaza, Silver Spring, Maryland 20910

**Registration Opens March 1<sup>st</sup>**

**If your Minority Business Enterprise is interested in participating, please contact the Business Center for upcoming event details at 667.303.3530.**

#### SPONSORSHIP:

If your business or organization is interested in participating as an event sponsor we would be delighted to discuss the available sponsorship levels and tailor a package that aligns with your organization's goals.

**Please contact the team member below for sponsorship opportunities:**

Tierni Crumity  
[tcrumity@lscaldwell.com](mailto:tcrumity@lscaldwell.com)  
202.587.7800

## Partnerships that WORK!

#### ELITE RESOURCE PARTNER (ERP) PROGRAM:

The Maryland MBDA Business Center is actively identifying **Finance** and **Procurement Sector Resource Partners** to participate in our **"Elite Resource Partner Program"** to whom we refer MBEs on a consistent basis. The Center is seeking firms that are reliable and have a vested interest in providing access to capital and procurement opportunities to Business Center Clients. The Elite Resource Partner Program is yet another effort in advocating for the growth and sustainability of MBEs nationwide.

If you are a minority business enterprise seeking funding opportunities and more advantageous financial resources, or if you are a financial organization seeking to expand your pool of qualified candidates seeking capital, allow the Maryland MBDA Business Center's ERP Program to assist your company and/or organization in meeting those goals. **MBE Financing Opportunities include:** *Accounts Receivable, Business Loans, Bridge Loans and Construction Loans, Equipment Financing, Line of Credit, Mezzanine Financing (Debt & Equity Financing), Mortgages and more.* **Learn more by visiting our MBE Website** **Financing tab:** [Elite Resource Partner Referral Program - Maryland MBDA Business Center \(marylandmbdacenter.com\)](#)

**For those seeking to participate as an "Elite Resource Partner"** please contact *Senior Business Development Specialist, Gary Moore:* [gmoore@marylandmbdacenter.com](mailto:gmoore@marylandmbdacenter.com) or (P) 667.303.3530 to learn how your organization can benefit from the ERP Program, meet minority participation goals and/or expand your capital portfolio.

## Owner/Operator's CORNER!

#### MINORITY BUSINESS CERTIFICATIONS:



*L. S. Caldwell & Associates, Inc.*

[www.lscaldwell.com](http://www.lscaldwell.com)

***Each year, the government spends billions of dollars purchasing goods and services from businesses. Through certification, businesses gain access to contracts, sub-contracts, the ability to joint-venture and a leveled playing ground designed for certified firms. Without certification, many of these opportunities would not be available. Failing to become certified is the equivalent of winning the lottery and never collecting the funds.***

***L. S. Caldwell & Associates, Inc. (LSC), Owner/Operator, Maryland MBDA Business Center,*** continues to encounter businesses which are missing opportunities and benefits by not being certified. Additionally, a number of businesses are certified but have not obtained all of the certifications they are eligible for nor expanded their base by becoming certified in other jurisdictions where the firm does or wants to do business.

LSC is most known for its services over the past thirty-three (33) years providing ***Contracting, Employment and Community Awareness Participation Compliance Services*** however, ***LSC also offers business certification services for those seeking to gain more work, increase income and do business with local, state, and the federal government.***

LSC has proven experience assisting clients in becoming certified while eliminating the stress of learning program requirements, providing correct documents, delivering an accurate and hassle-free submission, and ensuring our clients successfully reach the finish line. LSC's certification services include a free thirty-minute need and eligibility consultation, start to finish application processing, and includes:

- Application Completion
- Review and analysis of supporting documentation for compliance, sufficiency, and accuracy
- Ongoing consultation services through the application process and
- Pre-site visit assistance (if applicable)

***Schedule Your No Obligation Discussion with an LSC Certification Subject Matter Expert.***  
Click here, [Calendly - L. S. Caldwell & Associates, Inc.](#), to schedule a call, OR

***Call: 202.587.7800 | Email: [Certifications@lscaldwell.com](mailto:Certifications@lscaldwell.com)***

***LSC is committed to assisting, supporting, and enabling businesses to become certified and succeed by taking their business to the next level; helping them to become recognized and continue to advance forward!***



## Get CONNECTED!

### MONTHLY BUSINESS CENTER EVENTS:

***Is your business seeking to be connected with procurement opportunities, available resources and other businesses? Learn how your business can benefit from the Center's monthly B2B events!***

The Maryland MBDA Business Center regularly hosts **ProcurementCONNECT Series**, a **Premier Invitation Only** event that pairs Center clients with Procurement Officers and decision makers from government agencies, corporations and institutions, referred to as Center "Resource Partners" with "real-time, current and specific" procurement opportunities. This exclusive participant Series has proven to be successful over the course of MBDA program years as Center Resource Partners continue to utilize the Center to identify and vet viable minority businesses to participate in their procurement opportunities. **ProcurementCONNECT** collaborators include all trades from construction, insurance, food service, etc. A few participants Resource Partners: Harkins Builders, Skanska, Sodexo Live! and dozens more.

The Center also conducts monthly webinars as a part of its **Webinar Series** on various topics supporting high growth MBEs. **Topics cover:** U.S. Patent and Trademark Office Resources, Maryland State and Casino Funding, Special Products for Small Businesses (Finance Sector), Artificial Intelligence (AI) and more.

## About MBDA!

### CORE BUSINESS SERVICES

#### Access to Capital

Identification of domestic and global financing opportunities, equity financing, brokerage of financial transactions, merger and acquisitions.

#### Access to Contracts

Identification of procurement opportunities, solicitation analysis, bid and proposal preparation, negotiation and closing, research contract award histories.

#### Access to Markets

Government procurement assistance, private sector contract identification, specialized Federal, State and Local certification assistance and market research assistance.

#### Strategic Business Consulting

Sales consulting and forecasting, market feasibility

### ABOUT THE MARYLAND MINORITY BUSINESS DEVELOPMENT AGENCY, BUSINESS CENTER

Funded by the U.S. Department of Commerce, working on behalf of the nation's 9.7 million minority-owned firms, the Maryland MBDA Business Center located in Baltimore, Maryland is owned and operated by L. S. Caldwell & Associates, Inc. (LSC). The Center is part of a national network of forty-six (46) funded Centers located in major cities throughout the U.S. and works with various resources to increase access to financing, contract opportunities and creation and retention of jobs for minority businesses.

#### VISION

Economic prosperity for minority business enterprises.

#### MISSION

The U.S. Department of Commerce, Minority Business Development Agency (MBDA) is the only federal agency solely dedicated to the growth and global competitiveness of minority business

### MARYLAND MBDA BUSINESS CENTER STAFF

**Gianna Hylton**

*Director*



[Ghylton@marylandmbdacenter.com](mailto:Ghylton@marylandmbdacenter.com)

**Gary Moore**

*Senior Business Development Consultant*



[Gmoore@marylandmbdacenter.com](mailto:Gmoore@marylandmbdacenter.com)

**Ashleigh Griffin**

*Office Manager*



[Agriffin@marylandmbdacenter.com](mailto:Agriffin@marylandmbdacenter.com)

### MARYLAND MBDA BUSINESS CENTER

One North Charles Street  
Suite 707



studies, operations management and quality control, bid preparation, construction bonding and facility leasing.

#### Events and Training

Procurement series, monthly webinar series, strategic partnership events and federal procurement education and training.

***For the latest information on MBDA programs and announcements, please visit [www.MBDA.gov](http://www.MBDA.gov).***

enterprises.

#### WHO WE SERVE

Our clients are U.S. minority business enterprises (MBEs) owned and operated by African Americans, Asian Americans, Hasidic Jews, Hispanic Americans, Native Americans, and Pacific Islanders averaging over \$500 Million annually in gross sales.

MBEs are fast-growing, innovative and represented in every industry sector in the United States. Minority-owned firms directly contribute to the U.S. economy and account for the creation of millions of U.S. jobs.

Baltimore, Maryland 21201

[667.303.3530](tel:667.303.3530) (Office)  
[410.375.6747](tel:410.375.6747) (Text)  
[www.marylandmbdacenter.com](http://www.marylandmbdacenter.com)

#### L. S. CALDWELL & ASSOCIATES, INC.

##### Maryland MBDA Business Center - Owner/Operator:

33+ years successfully providing Contracting, Employment and Community Awareness Participation Compliance

[202.587.7800](tel:202.587.7800)  
[www.lscaldwell.com](http://www.lscaldwell.com)



#### KEY DATES

**[Click Here for Calendar Updates](#)**

[Calendar](#)