

Civic & Community Engagement Newsletter



Empowering Businesses Through Certification: Understanding MWBE and SDVOB

Welcome to the first edition of our Civic & Community Engagement newsletter, dedicated to providing valuable insights and resources to non-profits, MWBEs, and small businesses.

In this issue, we aim to shed light on the often misunderstood topic of state certification, particularly focusing on Minority and Women-Owned Business Enterprises (MWBE) and Service-Disabled Veteran-Owned Business (SDVOB) certifications.

Demystifying MWBE Certification

Navigating the landscape of state certifications can be daunting, especially for businesses who are unfamiliar with the process. At the forefront of these are MWBE certifications, which encompass businesses primarily owned by individuals from ethnic minority groups or women.

Let's delve into the nuances of MWBE certifications and their various classifications:

MBE: Minority-Owned Business Enterprise

An MBE designation is reserved for businesses predominantly owned by individuals belonging to ethnic minority groups, including African Americans, Hispanics, Asian-Pacific Islanders, Asian-Indians, and Native Americans.

WBE: Women-Owned Business Enterprise

Contrary to popular belief, WBE certification is distinct from MWBE certification. Businesses seeking WBE certification must be majority-owned by women. However, it's important to note that individuals cannot hold both WBE and MBE certifications simultaneously.

In this newsletter you can expect:

Understanding MWBE & SDVOB

AT&T: Community Impact In Action

Non - Profit Spotlight

Events News

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Understanding SDVOB Certification

In addition to MWBE certifications, the SDVOB program caters to the unique needs of service-disabled veteran-owned businesses. To qualify for SDVOB certification, a business must be predominantly owned by a veteran who became disabled in the course of military service. This certification opens doors to a range of opportunities in both public and private sector contracts.

Maximizing Opportunities Through Certification

While MWBE and SDVOB certifications offer numerous benefits, it's essential to understand their implications in the competitive landscape. While state contracts prioritize MWBE participation, private sector contracts may exhibit preferences for either MBEs or WBEs based on varying criteria.

Navigating the Certification Process

Applying for MWBE or SDVOB certification may seem complex, but the benefits far outweigh the challenges. Certification not only enhances eligibility for public sector contracts, but also serves as a testament to a business's capability and credibility in the private sector.



In conclusion, we encourage businesses to explore the potential advantages of MWBE and SDVOB certification. Whether pursuing state contracts or seeking opportunities in the private sector, certification can pave the way for growth and success.

Stay tuned for more insights and resources from the Civic & Community Engagement Committee as we continue to empower businesses and foster inclusive economic growth.



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**The
Business
Council**



Bringing Communities Together: AT&T's Efforts in Bridging the Digital Divide

In today's interconnected world, access to the internet and technology is no longer a luxury but a necessity. There exists a significant gap in access, however, known as the digital divide, which affects communities across the globe. In this edition, we shine a spotlight on AT&T's commendable efforts to bridge this gap through their initiatives and community partnerships.

Addressing Disparity, One Community at a Time

AT&T, a global leader in telecommunications, recognizes the urgency of addressing the digital divide. They emphasize that this issue transcends mere demographics, impacting individuals from all walks of life, including those in low-income areas, rural communities, and across all age groups. To tackle this multifaceted challenge, AT&T adopts a tailored approach, working closely with local community organizations to understand and address the unique needs of each community.

Empowering Communities Through Collaboration

Partnerships lie at the heart of AT&T's strategy to combat the digital divide. By collaborating with grassroots organizations, AT&T ensures that their interventions are effective and responsive to local needs. Take, for instance, the recent laptop giveaway organized in the Shinnecock Nation on Long Island. Through dialogue with community leaders, AT&T identified underserved families as the primary beneficiaries, illustrating their commitment to inclusivity and empowerment.



The Rise of Connected Learning Centers

A notable piece of AT&T's outreach is the establishment of Connected Learning Centers. These state-of-the-art facilities, such as the recently inaugurated center in Silicon Harlem, New York City, serve as hubs for technological education and innovation. Equipped with cutting-edge tools and resources, these centers provide a conducive environment for individuals to enhance their digital literacy skills. Moreover, through partnerships with community organizations, AT&T ensures that these centers remain accessible and impactful.



Looking Ahead: A Shared Vision for Connectivity

As AT&T celebrates a legacy of over a hundred years in connecting communities worldwide, their commitment to inclusivity and empowerment is unwavering. With plans to expand their outreach and establish more Connected Learning Centers across the nation, AT&T continues to spearhead efforts to bridge the digital divide and create a more connected future for all.

We applaud AT&T's dedication to fostering digital inclusion and empowerment. Together, let us strive to build a world where access to technology knows no bounds.



Non - Profit Spotlight

The Lincoln Park Conservancy



Growing Together, Nourishing Lives

The roots of TLPC extend deep into Lincoln Park, one of the city's largest parks and the former location of Lincoln Elementary School, pivotal in the Lincoln School Desegregation Case of 1961. TLPC intentionally chose this location for its size and to honor the school's historical significance and impact on desegregation in the North. Today, they grow! Lincoln Park Community Garden thrives, embodying the spirit of unity and nourishing the community.

Preserving History at the History & Culture Center

In 2020, TLPC unveiled the History & Culture Center, a testament to its commitment to preserving the area's rich heritage. This center, made possible by a \$50,000 grant facilitated by Senate Majority Leader Andrea Stewart-Cousins, houses a Teaching Kitchen, Media Center, Digital Archives, and a Gallery. It is a hub for exhibits, film screenings, history presentations, healthy living workshops, and cooking demos, fostering education and cultural appreciation.

The Lincoln Park Conservancy (TLPC)

In the heart of historic New Rochelle lies a beacon of community-driven compassion and dedication – The Lincoln Park Conservancy (TLPC). Since its inception in 2011, TLPC, under the leadership of Executive Director Linda Tarrant-Reid, has evolved from a modest 5,000-square-foot community garden into a multifaceted organization that not only feeds those in need but also preserves the rich history of the Lincoln Avenue Corridor.





Honoring Roots & Growing Together

TLPC's impact extends beyond the garden and the History & Culture Center. The grow! Eat initiative, launched in 2023, expanded community gardens across New Rochelle, providing access to locally grown fresh produce. Through partnerships with local entities like the Boys & Girls Club and apartment complexes, TLPC ensures that even more individuals have access to nutritious food. Senator Nathalia Fernandez's support in 2024 further fueled TLPC's mission with a \$150,000 grant for the grow! Eat Mobile Vegetable Pop-up Truck, bringing fresh vegetables directly to those who need them most. The Pop-up Truck has been an impactful tool in combating food insecurity in Westchester County. TLPC is currently seeking sponsors for the mobile food truck, extending their reach to communities in need. As TLPC continues to grow its footprint in Westchester, multiple sponsorship opportunities exist to support their efforts.

Additional information about TLPC can be found at <https://thelincolnparkconservancy.org/>



Celebrating Leadership

This month, we are proud to celebrate the achievements of Linda Tarrant-Reid, the visionary behind TLPC. Her dedication and leadership have shaped the organization and earned her recognition from the Westchester County Legislature for Black History Month. Most recently, Linda was appointed to the New York State Commission to Study Reparations and Racial Justice by Governor Kathy Hochul. Join us in recognizing Linda's contributions to our community.



Linda Tarrant-Reid – Executive Director

In conclusion, The Lincoln Park Conservancy continues to be a pillar of strength and unity in New Rochelle. Together, we grow, nourish, and celebrate the vibrant history and future of our community.

Events News



2 May 2024

TIME: 10:00AM - 5:00PM

**NEW YORK CITY
JAVITS CONVENTION CENTER,
HALL 1E**

WWW.THESMALLBUSINESSEXPO.COM/CITY/NEW-YORK-CITY/#

New York Small Business Expo 2024

Celebrate National Small Business Week at the 15th Annual Small Business Expo, a premier platform for professional networking, educational insights, and business development. Engage with industry leaders, participate in workshops, and access resources tailored for effective business growth. Access interactive sessions, panels, and b2b marketing that addresses current market trends, innovative strategies, and practical solutions for overcoming business challenges.



8 May 2024

TIME: 1:30PM

WEBINAR: [REGISTER HERE](#)

[HTTPS://SUNY-EDU.ZOOM.US/WEBINAR/REGISTER/WN_MXE2QON9TAIYYW_ZF95LU3Q#/REGISTRATION](https://suny-edu.zoom.us/webinar/register/join Meeting ID: 920 992 9209)

Contracts & Risk Management for Small Business Owners & Entrepreneurs

The Pace University Small Business Development Center will host a webinar with Dr. Jessica A. Magaldi to introduce small business owners and entrepreneurs to issues related to contracts and risk management, including:

- Risks and responsibilities of the contractual relationship
- Assessing business risk for working with Letter Agreements, Memoranda of Understanding, Letters of Intent, and other less formal contract documents
- Understanding key contractual elements and clauses to mitigate risk and spot issues on which to seek legal assistance

Resources

Amazon Small Business Academy

The logo for Amazon Small Business Academy, featuring the word "amazon" in white with its signature arrow, followed by "small business academy" in a teal color, all on a dark blue background.

[HTTPS://WWW.SMALLBUSINESS.AMAZON/](https://www.smallbusiness.amazon/)

Amazon Small Business Academy is for early-stage entrepreneurs and small business owners looking to learn how to start, build, or launch their businesses. Whether you're simply curious about starting a business, have a business idea but need some guidance, or already have a business and want to grow—our resources are here to help. The FREE academy hosts Ask an Expert sessions presented by small business owners and industry experts. These interactive sessions, lasting 30-60 minutes.

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