



# Profit with Honor: MWDBE Good Faith Efforts

By Leslie McMillan

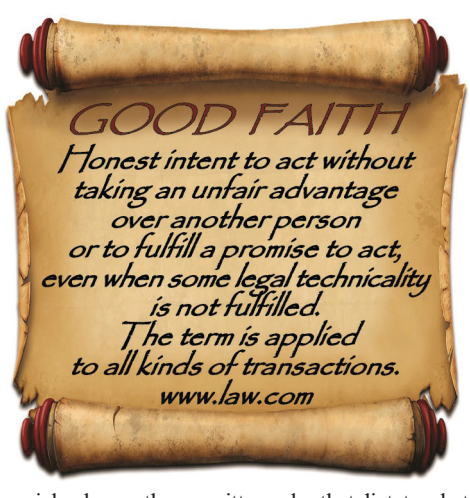
To borrow a phrase from eminent scholar Daniel Yankelovich, who himself adapted it from the most eminent source—profit with honor is essential to healthy enterprise. The author of *Profit with Honor: The New Stage of Market Capitalism* (Yale University Press, 2006) urges businesses to aspire to higher ethical ground in their values and practices, to their own benefit and that of society generally.

Mr. Yankelovich writes, “In this book, I use the term *stewardship ethics* to convey the commitment to care for one’s institution and those it serves in a manner that responds to a higher level of expectations. In the chapters that follow, I elaborate how the ethical commitments of corporate cultures are directly related to the social, political, and economic structures of the larger society. If our corporations can upgrade their ethical norms to the level of stewardship ethics, this achievement will also strengthen the ethical values of our society.”

Although Mr. Yankelovich’s book does not directly address the realm of diversity contracting and procurement, its principles can reward all of the partners—small businesses, large contractors and suppliers, agencies, and the public.

Agencies do have valid moral, social, and economic reasons to establish goals for greater government contract participation by small businesses owned by minorities, women, or disadvantaged entrepreneurs. Putting the ideals into practice requires honest commitment and perseverance in the hearts, minds, and actions of everyone involved in the process.

As Mr. Yankelovich observes regarding the wider subject of ethical business pursuits, “Laws and regulations by themselves do not ensure compliance. One of the most prominent features of the scandals is gaming the system—finding clever ways of circumventing the rules and regulations. . . . The key to successful reform is to combine regulations and norms in such a way that they mutually support each other in encouraging companies (and gatekeepers) to do the right things, not the wrong ones. . . . Norms are



social values—the unwritten rules that dictate what sorts of behavior are acceptable or unacceptable.”

During more than thirty years of MWDBE enactments throughout all levels and structures of government in America, the term *good faith effort*

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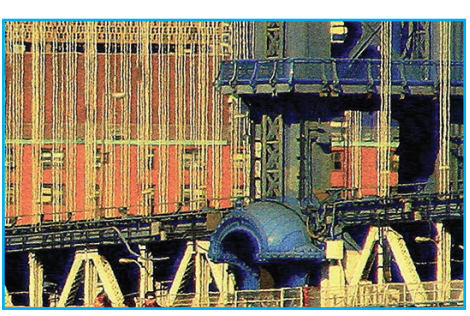
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**108th Street Pump Station Reconstruction Project in Queens, New York**  
NYC DEP Contract No: PS-277  
Bid Date: December 3, 2020

**Description of project:**  
The reconstruction of the 108th Street Pump Station consists of: relocation of Con Edison service, construction of new interim pump station, installation of interim pumps, yard piping, demolition and replacement of existing mechanical systems, installation of new permanent pumps, demolition and replacement of existing electrical and instrumentation systems, installation of new standby generator, new odor control system, furnishing and installation of new bridge crane, removal and disposal of hazardous materials.

**Many bidding opportunities are available:** demolition, sitework, rebar install, trucking, fill supply, haul and dispose, architectural, metals, plumbing, HVAC, electrical, general condition items.

If you are interested in bidding on this project, please contact Skanska’s Outreach Coordinator: [Julia.Omanoff@skanska.com](mailto:Julia.Omanoff@skanska.com) • EOE/M/F/Vet/Disabled

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**Riker’s Island Powerhouse Boiler Feed Water Treatment System Upgrade Project**  
NYC Department of Correction PIN: 072202001CPD  
Bid Date: December 18, 2020

**Description of project:**  
Upgrade existing boiler feedwater treatment system for the powerhouse at Riker’s Island.

**Many bidding opportunities are available:** demolition, concrete, reinforcing, structural steel, miscellaneous metals, roll-up doors, doors, painting, plumbing, piping, and equipment, mechanical piping and equipment, electrical, cleaning.

If you are interested in bidding on this project, please contact Skanska’s Outreach Coordinator: [Julia.Omanoff@skanska.com](mailto:Julia.Omanoff@skanska.com) • EOE/M/F/Vet/Disabled

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**2020**

**SBA and SOS Monthly Webinar**  
Thursday, December 3, 2020, 9:00 am–10:30 am  
Online  
Main Sponsor(s): US Small Business Administration, New Hampshire Secretary of State Corporation Division  
Contact: Miguel Moralez, 603-225-1601, [miguel.moralez@sba.gov](mailto:miguel.moralez@sba.gov)  
Fee: Free; registration required  
Starting a new business? Looking for capital and finance options? Looking for general advice on starting or maintaining your business? Hear from representatives from the local SBA office and the New Hampshire Secretary of State Corporation Division. To join, copy and paste the link below into your browser. When prompted, install Cisco WebEx. WebEx Communications invites you to join this Webex meeting (access code 472-675-319 and meeting password g4mJ2Asmq). Link: <https://nhgov.webex.com/webappng/sites/nhgov/meeting/download/b07688161d414f808fdd38831ef0e411?siteurl=nhgov&MTID=m307585f85af75b93f230dd770dec82cd>

**Free Federal Contracting Webinar**  
Tuesday, December 15, 2020, 10:30 am–12:00 pm  
Online  
Main Sponsor(s): US Small Business Administration  
Contact: Carmen E. Gonzalez, 904-443-1924, [carmen.gonzalez@sba.gov](mailto:carmen.gonzalez@sba.gov)  
Fee: Free; registration required  
This free webinar helps you to investigate and

prepare for the possibility of your business providing goods or services to the federal government. Information includes: How to Do Business with the Federal Government; 8(a) Business Development Program; HUBZone Program; Woman-Owned Small Businesses; Service-Disabled Veteran Businesses; Small Disadvantaged Business 8(a) Business Development Program; Certification Boot Camp. Benefits of this webinar include learning about sole-source contracts of up to \$4 million for goods and services and \$6.5 million for manufacturing; and specialized business training, marketing assistance, counseling, and high-level executive development. Since 1953, the Small Business Administration has worked to ignite change and spark action so small businesses can confidently start, grow, expand, or recover.

**PPP Forgiveness Webinar**  
Tuesday, January 5, 2021, 11:30 am–1:00 pm  
Online  
Main Sponsor(s): US Small Business Administration  
Contact: Susan Mazza, 802-828-4422, [susan.mazza@sba.gov](mailto:susan.mazza@sba.gov)  
Fee: Free; registration required  
The SBA Vermont District Office hosts a free weekly webinar from 11:30 am to 1:00 pm Tuesdays to discuss Paycheck Protection Program forgiveness and other changes. Webinar direct link (copy and paste link into browser address bar): [https://teams.microsoft.com/join/19%3ameeting\\_OTQzYzJmYWQYzRjNS00YzRiLTlThiZWQYTEwY2RjN2Y0NTkw%40thread.v2/0?context=%7b%22Tid%22%3a%223c89fd8a-7f68-4667-aa15-41ebf2208961%22%2c%22Oid%22%3a%224f22bc7-4d9b-44ab-bd09-65f869dc840%22%7d](https://teams.microsoft.com/join/19%3ameeting_OTQzYzJmYWQYzRjNS00YzRiLTlThiZWQYTEwY2RjN2Y0NTkw%40thread.v2/0?context=%7b%22Tid%22%3a%223c89fd8a-7f68-4667-aa15-41ebf2208961%22%2c%22Oid%22%3a%224f22bc7-4d9b-44ab-bd09-65f869dc840%22%7d) To access the webinar by phone, call 1-202-765-1264 and enter the code 986 011 495#.

