

Profit with Honor: MWDBE Good Faith Efforts

By Leslie Ann 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 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 forty years of MWDBE enactments

During forty years of MWDBE enactments throughout all levels and structures of government in America, the term *good faith effort* has gained

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SBA and SOS Monthly Webinar Thursday, December 1, 2022, 9:00 am-11:00 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

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. This workshop (currently held online during the pandemic) is offered on the first Thursday of every month. To join this free webinar, copy and paste the link below into your browser, then register for tickets for the date of your choice to receive the access code. https://www.eventbrite.com/e/secretary-ofstate-quickstart-and-small-business-administration-programs-tickets-262004180557

Fee: Free; registration required

The West Virginia Women's Business Center is hosting a valuable webinar on the System for Awards Management (SAM.gov). Join us as Melissa Loder (SBA's West Virginia District Office) and Sommer Straight (RCAC Procurement Technical Assistance Center—PTAC) guide you through how to register for your SAM.gov account. They will also provide tips, FAQs, and directions on where to get additional assistance, as well as answer questions you may have. To register, visit https://www.eventbrite.com/e/ getting-registered-into-the-system-for-awardsmanagement-samgov-tickets-417631445897

Selling to the Federal Government Webinar Thursday, January 26, 2023, 1:00 pm-4:00 pm Online

Main Sponsor(s): US Small Business Administration Contact: George Tapia, 610-382-3086, george.tapia@sba.gov

Fee: Free; registration required

Did you know that the federal government is the largest purchaser of goods and services in the world? Interested in learning how your business





Getting Registered into the System for Awards Management (SAM.gov)

Tuesday, December 6, 2022, 11:00 am–12:00 pm Online

Main Sponsor(s): US Small Business Administration, West Virginia Women's Business Center Contact: Melissa Loder, 304-623-7448, Melissa.Loder@sba.gov world? Interested in learning how your business can market your services or goods to the federal government? Register on line at https://www. eventbrite.com/c/how-to-sell-to-the-federalgovernment-tickets-21790713611 SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting. Participants must ensure Microsoft Teams is functioning.



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