



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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Van Wyck Expressway Capacity and Access Improvements to JFK Airport Project
 NYSDOT Contract No: D900048
 Bid Date: January 6, 2020

Description of project:
 Replacement to lengthen the following structures: Rockaway Boulevard, Linden Boulevard, Liberty Avenue, and 101st Avenue. Retrofit to lengthen the following structures: 133rd Avenue, Foch Boulevard, 109th Avenue, Jamaica Avenue, and Hillside Avenue. Entrance and exit ramp relocation: NB VWE exit ramp to Linden Boulevard, N Conduit Avenue entrance ramp to WB Belt Parkway, including associated intersection and SB Van Wyck Expressway exit ramp (Exit 1W) to N Conduit Avenue work, Upgrading curb ramps for ADA compliance, and replacing/upgrading the traffic signals.

Many bidding opportunities are available.

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IS SOLICITING COST PROPOSALS FROM NEW YORK, MASSACHUSETTS, AND WASHINGTON, DC, CERTIFIED DBE AND SB SUBCONTRACTORS/VENDORS FOR:

Service and Inspection High Speed Rail Facility Modifications Project in Ivy City (DC), Southampton (Boston), and Sunnyside (Queens)
 Amtrak Contract
 Bid Date: December 5, 2019

Description of Project:
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NORTHEAST EVENTS FOR YOUR BUSINESS

2019

Interviewing and Hiring Best Practices
 Thursday, December 19, 2019, 8:00 am–10:00 am
 Northern Rhode Island Chamber of Commerce, 6 Blackstone Valley Place, Suite 402, Lincoln, RI
 Main Sponsor(s): US Small Business Administration, Rhode Island SCORE
 Contact: Lana Glovach, 401-528-4575, Lana.Glovach@sba.gov
 Fee: Free; registration required
 This free workshop by Dr. Gary J. Convertino, an experienced human resources executive, is an abridged “A to Z” to help small business owners navigate the process of hiring an employee. This easy-to-understand overview presentation covers: what do you know about proper interviewing; developing a job description and posting a job; the foundation of a good interview; steps to ensure a legal, compliant, and sound interview process; onboarding a new employee; they’re hired, now what; Q & A; takeaways.

Government Procurement Strategies
 Thursday, January 16, 2020, 10:00 am–12:00 pm
 Pace University, One Pace Plaza, Student Center West, New York, NY
 Main Sponsor(s): US Small Business Administration, Pace University Small Business Development Center
 Contact: Pace SBDC, 212-618-6655, sbdc@pace.edu
 Fee: Free; registration required
 Pace University Small Business Development Center (SBDC) is partnering with the US Small Business Administration (SBA) to help entrepreneurs identify and respond to government contract opportunities, as well as deliver on those contracts for which they are selected. The workshop will highlight resources available for small businesses and help you understand: how to increase your likelihood of obtaining contracts from government agencies and prime contractors; key strategies for marketing your business to the government; systems involved in government contracting; contracting support for small businesses provided by the SBA. Government procurement reps will be on hand at the end of the workshop to answer any questions.

Boots to Business Reboot
 Friday, January 17, 2020, 9:00 am–5:00 pm
 Monmouth University, 400 Cedar Avenue, Magill Commons Club Dining Room, West Long Branch, NJ
 Main Sponsor(s): US Small Business Administration, Arsenal Partnership
 Contact: Amy Amoroso, 518-326-6328, aamoroso@arsenalpartnership.com
 Fee: Free; registration required
 Sign up for Boots to Business Reboot, a free two-step training program about entrepreneurship for transitioning service members and their spouses. Participants receive an overview of business ownership as a career vocation, an outline and knowledge on the components of a business plan, a practical exercise in opportunity recognition, and an introduction to available public and private sector resources. Please email the team at boot-to-business@sba.gov if you’ve already attended an in-person Boots to Business class, and wish to sign up for an online course. Boots to Business is a component of the Department of Defense Transition Assistance Program and is sponsored by the SBA.

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