One industry that has faced its share of challenges is the construction market. Troubling issues range from insurance and bonding requirements to skilled laborers. The demand for qualified firms, suppliers and laborers has practically doubled to meet the needs of Atlanta’s growing infrastructure. Mega projects such as the $6.2 billion Hartsfield-Jackson Atlanta International Airport expansion project, the Georgia Department of Transportation’s $15 billion Fast Forward program and other large-scale construction-related projects require well-qualified construction firms with the ability to bid, win and perform the work.

The Greater Atlanta Economic Alliance (The Alliance) has been instrumental in assisting owners and primes with increasing the participation of small, female and minority owned businesses, along with increasing its strategic relationships and business development opportunities.

It has risen to the challenge and is beginning its fifth year as the premier diversity supportive services firm by providing communication, outreach, technical assistance and business development programs. Its mission is to build capacity, capability and opportunity for small, female and minority owned enterprises within the construction industry.

The Alliance has impacted thousands of small, female and minority owned construction businesses. Its technical assistance programs have boosted the city’s construction labor pool, aided in firms receiving substantial contracting awards and enhanced business development strategies.

The Alliance is a 501(c)3 organization endorsed by the City of Atlanta Department of Aviation in support of the Hartsfield-Jackson Development Program.
Our vision for the Alliance is to provide resources and processes to develop small, female and minority owned businesses to actively participate in the multi-billion dollar construction industry. The construction industry is one of the oldest industries and as a result, there is a need to attract younger people with new, fresh ideas and diverse thinking. The largest pool of new candidates is from small, female and minority owned businesses and contractors.

Our goal is to enable individuals to go from skilled laborers to savvy, knowledgeable business owners. The Alliance has developed a comprehensive program through education, outreach, networking and partnerships to help small, female and minority owned businesses to be able to compete for millions of contract dollars in the construction industry.

The most successful initiative has been our Construction Business Management Institute (CBMI). We have held eight classes and graduated more than five hundred students. These students are now viable business owners able to participate in various areas of the construction industry. Even with this success we still have a strong waiting list for others seeking to attend CBMI. This tells us that we are not only filling a need, but there is still more work for us to do.

Our mission continues to be fulfilled when we see the number of businesses that are a product of the Alliance programs. Even with new projects, such as the Hartsfield-Jackson Airport expansion and Georgia Department of Transportation (GDOT) projects, small, female and minority owned businesses have been able to participate and increase their business capacity.

So it is with great pride that we acknowledge our successes, while at the same time recommit to the greater work still to be done.

Edward W. Davidson, Jr.
Chairman
Alliance
The Alliance continues to focus on its core mission, while developing new strategic partnerships and business solutions for its clients, members and the small, female and minority business community.

The Alliance is committed to strengthening its core mission by providing technical assistance and access to capital programs to small, female and minority owned firms. In doing so, the Alliance believes the outcome will greatly impact economic development and increase the capacity and capabilities of the small, female and minority business community.

I would like to take time out to say Thanks ... to our team, who so willingly strive to make the Alliance programs a success. As we continue to focus on the future, the Alliance is aggressively prepared to do its part to increase the pool of small, female and minority owned businesses and to provide on-going managed growth and technical assistance programs to the business communities in which we live and serve.

I would like to thank our sponsors for supporting the Alliance — without your support our programs would not have been possible. The Alliance looks forward to your continued support and mutually beneficial relationship.

As you read the 2003-2005 Multi-Year Review and have questions or comments, please do not hesitate to contact me.

Sincerely,

Joe Jackson
President/CEO
Alliance
2003-2005 Highlights

OUTREACH
• Conducted massive e-mail marketing campaigns to over 1,000 companies and individuals.
• Completed Capacity Study “Market Area Assessment of Minority, Women and Small Business Capacity”.
• Sponsored the 2nd Annual “Airport Architect & Engineering Construction Seminar” educating business affiliates on how to do business with the airport. The conference afforded the Hartsfield-Jackson Development Program (H-JDP) and the Department of Aviation (DOA) the opportunity to meet other professionals, advance the position of our program in the business community, reach new customers and gain new industry information and insights.
• The Supplier Diversity Program and H-JDP hosted the 1st Quarter National Association of Women in Construction Breakfast (NAWIC).

TECHNICAL ASSISTANCE
• Three annual Supplier Diversity Conferences were held with over 1,500 attendees.
• Three annual “Sky Is The Limit” conferences were held with over 2,400 attendees participating. The conferences included USDOT’s Market Place Fair, DBE Panel discussions, workshops, procurement fairs and networking sessions. The USDOT’s Marketplace sessions provided primes with one-on-one sessions with over 300 local and statewide DBE firms.
• Women Flying High Roundtable program was launched in 2005. Over 150 women participated in transportation roundtables and workshops.

“The Greater Atlanta Economic Alliance (Alliance) is a critical component of the City of Atlanta’s efforts to support female and minority owned contractors. The Alliance was established out of the Hartsfield-Jackson Atlanta International Airport’s expansion project in an effort to assist female and minority owned contractors with conducting business at the airport, the City, and the Department of Aviation (DOA).”

“The City of Atlanta recognizes the importance of the Alliance’s efforts to ensure that participating minority contractors sustain and self-support their businesses even after the projects are completed.”

“To date, the Alliance has provided technical assistance, access to capital, and bonding to help minority businesses manage their firms. The Alliance has also partnered with the Department of Transportation (DOT) and the U.S. Department of Transportation’s (USDOT) Minority Resource Center to continue to identify additional resources that will assist female and minority owned firms with growth and development. On behalf of the City of Atlanta, I salute the Alliance for their continuing efforts.”

Mayor Shirley Franklin
City of Atlanta
**TRAINING**

- **Construction Business Management Institute (CBMI)** is a 12 module construction business management course. Through CBMI, over 300 business owners were trained and received Continuing Education Units.
- **CBMI II** provides businesses with the best practices for submitting a successful bid. Over 100 attendees participated.
- **Construction Skills Development Institute (CSDI) Internship Program** is a mentoring program for Atlanta metropolitan high school students interested in careers in construction. Over 60 high school students and 15 sponsoring companies participated.
- **Alliance Academy** is an executive business construction management program where small, female and minority businesses focus on three key areas: financial management, operations and strategic alliances. Participants bonding capacity ranged from $500k to $20 million.
Programmatic Overview

OUTREACH
Unique networking opportunities are held throughout the year allowing Alliance members to meet with construction industry professionals and decision makers. These networking opportunities facilitate the development of business relationships with a more diverse group of contract bidders.

The outreach efforts include career and opportunity fairs, networking activities, roundtable forums and educational workshops all in partnership with diverse groups:
- Public and private business sectors
- Prime contractors
- Faith-based organizations
- Advocacy groups
- Business organizations

Annual Alliance Golf Challenges
The Annual Alliance Golf Challenge is a day of fun and friendly competition to help raise funds to support the Alliance in its mission to build capacity, capability and opportunity for DBEs within the construction industry, in addition to the CSDI youth program. Each year the Golf Challenge has had an increase in the number of players at the prestigious Stone Mountain Golf course. The highlight of the exciting day is the “19th Hole Celebration,” which culminates the tournament. Prizes are awarded for teams and individual trophies for “Longest Drive,” “Longest Putt,” “Closest to the Pin,” “Straightest Drive” and “Putting Contest Winner.”

TECHNICAL ASSISTANCE
The City of Atlanta and the State of Georgia continue to move forward with major infrastructure and quality of life projects, therefore it is important to ensure that small, female and minority owned firms participate. The Alliance hosted several programs that provide technical assistance including Sky Is The Limit, Supplier Diversity Conference and Women Flying High. These programs provide instances for small companies to interact with prime contractors and other individuals in the industry. The Alliance also provides supplier diversity training to assist organizations in maximizing its diversity development and inclusion.

Sky Is The Limit Conferences
The Sky is The Limit Conference features marketing and partnering opportunities, which allows small, female and minority-owned business enterprises to interact with prime contractors, local, state and federal municipalities, and Fortune 500 companies. The conference attracts a significant number of local, statewide and out of state business owners seeking potential partnership and contractual opportunities.

The Sky is The Limit Conference also includes a training component consisting of educational workshops in accessing capital and bonding, business development, marketing, certification assistance and procurement opportunities.

The Procurement Opportunities Session highlights contracts totaling billions of dollars from federal, state and local agencies, as well as the private sector, which will benefit various econo-
mies, businesses, and the workforce. In addition, workshop sessions enhance business development strategies and offer techniques for best practices.

**Statewide Conferences**
The Alliance sponsored multiple statewide and regional technical assistance and business development conferences throughout the year in conjunction with the City of Atlanta, GDOT, USDOT Minority Resource Center (MRC) and other entities.

**Women Flying High Initiative**
Our outreach initiatives identified certain groups that need focused attention and support to ensure success in bidding on projects. It has become apparent that special efforts must be put in place to target women-owned businesses and particularly the low level of participation of women of color.

The Women Flying High Initiative is designed to increase awareness, build capacity and capability, and to encourage women business enterprise participation, which supports the City of Atlanta DOA’s Equal Business Opportunity Program.

The goal of the Women Flying High Initiative is to be a catalyst that increases participation through a concerted emphasis on women-owned businesses in our technical assistance, public relations and Greater Atlanta Economic Alliance programs. By partnering with advocacy organizations that target women-owned businesses, successful roundtable discussions were held:

- Highlighted success of accomplished women in private and public sectors.
- Addressed the need for support with access to capital, bonding and insurance.
- Increased awareness in the construction industry to support women-owned businesses, their products and the services they provide.

Conferences:
- Focused specifically on women-owned businesses through workshop sessions.
- Designed to educate and demonstrate how to obtain procurement opportunities for construction projects by presenting opportunities for one-on-one dialogue with successful women-owned businesses.

For more information on the Women Flying High Initiative, contact Project Director, Rita Samuels Jackson at www.womenflyinghigh.com.

**Supplier Diversity Conferences**
The Supplier Diversity Conference targets small, female and minority owned businesses with a focus on opportunities to participate in the multi-billion dollar transportation industry. The objectives of this conference are to:

- Highlight opportunities for building sound networking relationships for the Alliance and small, female and minority businesses.
- Enhance capacity and capability of small, female and minority-owned businesses through training and development workshops.

A key component of the Supplier Diversity Conference is the “Diversity Awards Ceremony,” which recognizes the institutions, corporations, small business owners, agencies and advocacy groups that have been on the cutting edge of diversity.

“My company, Sherril Foundation International, has over 25 years experience in the installation of caissons for single and multi-structured buildings. I have attended several Sky is The Limit Conferences since relocating from Chicago, Illinois, all of which have been helpful in providing information for my business. The one-on-one technical assistance, workshops and networking opportunities have been invaluable. The highlight was personally meeting Mr. Ben DeCosta and other prominent contractors.”

William Sherril, Owner
Sherril Foundation International

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*THE ALLIANCE 2003-2005 MULTI-YEAR IN REVIEW*
Alliance Training and Education

The Alliance Training courses were developed out of the need for more subcontractors who aspire to advance to the status of general contractors in the industry. The Alliance Training provides executive construction and business management training which promotes enhanced business performance by delivering on-going personalized technical development focused on aggressive growth that builds capacity, capability and increases opportunity for participating firms. Upon successful completion of the course, and in cooperation with Atlanta Metropolitan College, Continuing Education Units are awarded.

Through an interactive series of modules, the Alliance administers the following educational programs:

The Construction Skills Development Institute (CSDI) is designed to recruit, train and retain a workforce from underemployed, unskilled and displaced workers throughout Atlanta. It encourages high school students to choose construction as a career choice.

The Construction Business Management Institute (CBMI) is a 12-module course offering a broad overview of topics such as safety, how to develop a bid, marketing, construction accounting, and project management along with other aspects of the construction industry.

The Greater Atlanta Economic Alliance developed two ancillary courses to complement CBMI courses, targeting the more experienced contractors - The Alliance Academy and CBMI II - How To Develop A Bid.

CBMI II - HOW TO DEVELOP A BID
How to develop a bid modules provide a broad overview of topics such as understanding bid requirements, blue print reading, take offs, estimating, bid process management and understanding change orders.

THE ALLIANCE ACADEMY
The Alliance Academy recruits business executives who are interested in increasing their knowledge in the transportation, construction and related industries. The Academy teaches the businesses how to obtain bonding and other financial related services. Through the Alliance’s twenty-two module executive construction technical assistance program, business owners gain valuable skills in operational management, construction and general business, which allows them to compete in the construction industry as prime contractors. The Alliance Academy is held at the Hartsfield-Jackson Airport Technical Support Center.

Additionally, participants in the classes are given an opportunity to pursue Disadvantaged Business Enterprise (DBE) Certification with the Metropolitan Atlanta Rapid Transit Authority (MARTA). In some cases, those firms that meet MARTA's DBE Certification requirements may receive DBE Certification by the end of the course. MARTA officials participate in the training and provide firms with assistance and direction in developing their documentation. Additional certification opportunities with the City of Atlanta and other certifying agencies are available.
"The Construction Industry is developing at such a rate that it’s practically become a revolution! At the Greater Atlanta Economic Alliance the professional mentors incorporate state of the art project management, development, financing and joint ventures!"

"Thanks to all the great educators and staff, our construction company has a better vision of Success!"

"Thank You."

Miguel Candelaria, President, MA&O Inc.

"For years I have had different types of businesses, a Training Consultant business, a Kiosk in a mall and now a Work Injury Management/Physical Therapy company. Each time I decided there must be more to business than this. I attended the Alliance Academy and found out—yes, there indeed was more. The Academy first enabled me to step back and look at our company from the inside out. Then, to my amazement it afforded me the opportunity to meet the “Big Players” in business. All I had to say was, I attended the Academy and I had an appointment with these folks within a week. Need I say more!! Thank you Joe Jackson for sharing your passion with us!"

"Thanks!"

Cheryl Burnside, PT, CWCP, Vice President of Operations, ONSITE REHAB Physical Therapy

"The Alliance Academy’s training has been a tremendous help to the growth of ARS Mechanical, LLC. The Academy’s curriculum on the internal workings of building a successful contracting company was just what we needed. The instructors were very knowledgeable in their field of expertise and very genuine in getting the information across to us. Our staff has attended various training courses but the Academy’s in depth and detailed training was by far the best. We are now better equipped to navigate throughout the contracting industry with a greater understanding and chance at success. I would recommend this course to any company wanting to achieve a better understanding of conducting business and establishing themselves in the marketplace."

Sadat Nichols, ARS Mechanical, LLC

ALLIANCE ACADEMY ALUMNI (2003-2005)

2003
Eddie Cummings
Elery R. Britton
Gail Holland
Bill Foster

Mark Kyles, Jr.
Ron Baker
Leisa Turner
Marcia Atkins

Guiomar Obregon
Michael Crawford
Steve Green
Cheryl Burnside

Garry Harris
Ted Amare
Prashanthi Reddy
Yvonne Bryant Johnson

2004
William Aaron
Dwayne Cheatom
Abu Kanu
Maria Guerra-Stoll
Walter/Linda Reid

Tami Bynum-Starkey
Denise Dyer
Kimberly Cameron
Sadat Nichols
Jaquatte Williams

Miguel Candelaria
Martin Dyer
Lawrence Hollingshed
Mary Parker
Dorothea (Dot) Norman

Charlie Wiley
Dorothy Clark Harris
LeRoy Courseault
Andrew Pitman

2005
Eric Bonner
Shawn Dinwiddie
Beanie Reeves
Tayani Suma

Jocelyn Campbell
Alicia Ivey
Lawanda Sapp

Barbara Columbus-Moon
Nancy Juneau
Pamela Smith

Sandra Cutts
Charlie Lewis
Anthony Strickland
The Construction Business Management Institute (CBMI) is a business development-training concept designed to increase the pool of qualified contractors, vendors and suppliers available to participate in the Hartsfield-Jackson Atlanta International Airport’s Hartsfield Development Program and other city and regional projects. By providing educational assistance to these companies, they can become more knowledgeable of the construction industry, thus, creating a diverse and more competitive bidder market across a multitude of platforms in the construction industry.

The CBMI helps move these businesses to the next level by providing education and a greater understanding of the construction industry through classroom instruction. The CBMI’s instructors, who volunteer their expertise, come from equally diverse backgrounds in construction, engineering, architecture, design, law, accounting, insurance and communications. Their combined experience brings years of invaluable knowledge to the classroom.

Through class attendance to each class, and in cooperation with Atlanta Metropolitan College, students receive Certificates of Completion and Continuing Education Units.

**CBMI INSTRUCTORS**


Zee Bradford, *TBG Worldwide, Inc.*

Eddie Bridgeman, *The SaiSai Group*

Anna Cablik, *Anatek, Inc.*

Hector Camacho, *Hartsfield-Jackson Development Program*

Jesse Cumberlander, *Hartsfield-Jackson Development Program*


Darryl Dortch, *Resurgens Risk Management, Inc.*

George Galloway, *FAD Consulting, LLC*


Michael Jackson, *A.L. Johnson Contracting, Inc.*

Joe Jackson, *Hartsfield-Jackson Development Program*

Earl Kellar, *City of Atlanta Risk Management*

Warren Llado, *Hartsfield-Jackson Construction Management*

Bridgette Massey Peterson, *U.S. Department of Transportation-MRC*


Jeff Nix, Esq., *Sitis & Harbinson*


Hubert Owens, *City of Atlanta Office of Contract Compliance*

Ed Robinson, *Integrity Insurance*

Rod Robinson, *Integrity Insurance*

Frank Rucker, *Hartsfield-Jackson Development Program*

Harriet C. Scott, *Internal Revenue Service*

Jo Ann Tuttle, *JAT Consulting Services, Inc.*

Charmaine Ward Jackson, *CW Marketing Consultants*

Telain Ware, *Marketing Consultants of Atlanta, Inc.*

Curtis Wilson, *HJ Russell & Company*

Gwendolyn Coleman Winston, *FAD Consulting, LLC*
Recognizing the shortage of skilled workers in Metro Atlanta, the Alliance, in cooperation with the Construction Education Foundation of Georgia (CEFGA) and Atlanta Technical College, created the Construction Skills Development Institute (CSDI) to train, recruit and retain a prospective workforce from the underemployed, unskilled and displaced workers throughout the Greater Atlanta area.

The CSDI Summer Internship Program is designed to address the aging workforce of the construction industry, along with the labor demands. The program seeks to recruit high school students, ages 16-18, to provide exposure and hands-on experience with the various construction industry fields. The objective of this program is to encourage students to choose construction as a viable career choice.

Upon recommendation from area high schools and technical colleges, students apply to participate in the CSDI’s Summer Internship Program. Atlanta Technical College administers training for the students with a specifically designed curriculum, which enables them to receive a Certified Construction Worker certificate. Upon completion of the training, CEFGA assists in providing paid internship positions for each student.

The Alliance requests that companies sponsor two students for summer employment. By agreeing to sponsor, companies commit to pay each student between $8.50 and $10.50 per hour for a six-week period, and to assign an informal mentor for each student.

PARTICIPATING SCHOOLS
Benjamin E. Mays High School
Booker T. Washington High School
Dekalb Technical High School
George Washington Carver High School
North Atlanta High School
South Atlanta High School
Southside High School

"It was a privilege to work as an Intern for FAD Consulting, LLC. I spent a great deal of time perfecting my computer skills working on various databases for the company. My experience increased my confidence and gave me a new perspective on life. I plan to become an engineer."

Jamil Glover, Senior, Booker T. Washington High School

"The Alliance has been beneficial to Atlanta Public Schools from the standpoint of real world experiences received by students in the CSDI Summer Internship Program. Their hands on experience was necessary and relevant.

The students established long lasting relationships with adult mentors, so that when summer was over, they converted that relationship to full time employment. Atlanta Public Schools is delighted to be a part of the collaboration between the Alliance, Atlanta Technical College and the Construction Education Foundation of Georgia."

Dr. Daniel K. Smith
Director of Technology/Career Education
Atlanta Public Schools

Jamil Glover, MC at Supplier Diversity Conference Awards Luncheon presenting award to Debra Lum.
Partnerships

The Alliance is committed to developing strategic relationships with active advocacy organizations. By partnering with advocacy organizations, government agencies, educational institutions and non-profits, the Alliance enjoys an expanded database, as well as maximized potential to reach different segments of the population. The goal of the Alliance’s partnerships is to develop a framework for a comprehensive plan to provide small, female and minority owned businesses with strategies that will ensure their economic growth, and will effect positive and sustainable change in these business communities throughout the state. Partners include:

Asian-American Chamber of Commerce
Associated Builders & Contractors of Georgia, Inc.
Associated General Contractors of America, Inc.
Atlanta Business League
Atlanta Metropolitan College
Atlanta Technical College
Atlanta Workforce Development Agency / First Source Jobs
City of Atlanta Office of Contract Compliance
Construction Education Foundation of Georgia Association (CEFGA)
Georgia Association of Minority Entrepreneurs (GAME)
Georgia Black Chamber of Commerce
Georgia Department of Transportation
Georgia Hispanic Chamber of Commerce
Georgia Minority Supplier Development Council
Hartsfield-Jackson Atlanta International Airport
Hispanic Contractors Association of Georgia
Latin American Association
MARTA (Metropolitan Atlanta Rapid Transit Authority)
Metropolitan Atlanta Chamber of Commerce
Minority Business Development Center
National Association of Minority Contractors
National Association of Women in Construction NAWIC
United States Department of Transportation - Minority Resource Center

“Partnering with the Greater Atlanta Economic Alliance has allowed the Atlanta Workforce Development Agency (AWDA) to provide Atlanta’s youth with invaluable exposure to the construction and trade industry. This strong partnership is creating opportunities for these young people to gain an awareness of the industry and to explore career options within the field.”

Debra Lum
Atlanta Workforce Development Agency
Corporate Sponsors

The success of the Alliance is predicated on the support of our many corporate sponsors. We have been delighted with the overwhelming support from the business community. Through your ongoing support, the organization’s mission of providing more procurement opportunities to small, female and minority businesses is realized. This enables the Alliance to positively impact the communities.

GREATER ATLANTA ECONOMIC ALLIANCE
SALUTES OUR SPONSORS:

4U Services (d/b/a Stellar Services)  ISS
Accura  Johnson Controls
Aetna Healthcare  Jordan, Jones & Goulding
Airport & Aviation Professionals  Leo Daly Team
Atlanta Workforce Development Agency  McDean
Austin/Prad  Minority Resource Center
BellSouth  NAMC
Bryson Constructors (National Association of Minority Contractors)
Circle D Construction  New South Construction
Econ Consulting Group  NGI, Inc.
Enterprise Rent-A-Car  Parsons Transportation Group
FAD Consulting, LLC  PBS & J
Gensler  Player & Company
H.J. Russell & Company  Prime Engineering
Hartsfield-Jackson Atlanta  Rosser International
International Airport  S.L. King & Associates
Hartsfield-Jackson Design Consulting  Sojo, Inc.
Hartsfield-Jackson Development Program  Thrasher Trucking Company, Inc.
Holder Hensel Phelps HRS, Inc. Group  Turner Construction
HSST (Hartsfield Support Services Team)  URS
Imaging Technologies  U.S. Cost, Inc.
Integrity Insurance  U.S. Department of Transportation
International Aviation Consultants, Inc. (OSDBU/MRC)
iSqFt  Wachovia Bank

“The programs of the Alliance are important to the growth and development of small, female and minority owned businesses because they focus on building capacity and long term sustainability, ensuring competitiveness in the marketplace. This allows small, female and minority owned businesses to be fairly evaluated based on their skills and abilities, and not be perceived as simply looking for a handout. The Alliance has been successful since its inception, working in partnership with other organizations in helping the small, female and minority owned businesses secure over $900 million in procurement opportunities. It continues to serve as a strong advocate for the inclusion of these businesses in procurement opportunities provided by local, state and federal agencies, as well as private corporations.”

Thomas W. Dortch, Jr.
FAD Consulting, LLC
Managing Partner
Hartsfield-Jackson Development Program

Hartsfield-Jackson Atlanta International Airport is the economic engine for Atlanta, the State of Georgia and the entire Southeastern United States.

AIRPORT CONSTRUCTION OPPORTUNITIES

As the regional economy continues to grow, one of the major challenges has been to expand and modernize Hartsfield-Jackson to meet the increasing demand for air travel. To keep pace with this phenomenal and incredible growth, Hartsfield-Jackson is in the fifth year of a 10-year, $6.2 billion capital improvement project managed by the International Aviation Consultants (IAC). IAC is leading the region with the largest public works project in the history of the State of Georgia. This program will address the challenges we face entering a new millennium and will take Hartsfield-Jackson well into the 21st century.

To find out more about the Hartsfield-Jackson Development Program along with its Technical Assistance Programs, visit www.atlanta-airport.com.

Hartsfield-Jackson Atlanta International Airport Capital Improvement Program Diversity Scorecard

"The Alliance has been instrumental in building capacity for small, female and minority business enterprises. As the programs mature and construction escalates, it is incumbent upon us to ensure that these businesses have the opportunity to participate. Training, preparation and outreach have been very effective and the Alliance is key to this success. The Alliance coordinates conferences and networking sessions, works with individual consultant teams and contractors, and opens doors to doing business with the City of Atlanta. The economic impact of $472,297,691, which has already been paid to diversity businesses, would not be achieved without the Alliance."

John Boatright
HJDP Project Officer
President, Boatright Aviation
The Greater Atlanta Economic Alliance, through its focus on the Hartsfield-Jackson Atlanta International Airport (HJAIA), continues its efforts to diversify Atlanta’s construction industry, as well as build capacity, capability and opportunity for small, female and minority-owned enterprises through its recruiting efforts, training classes, technical assistance programs and conferences. Each of these diverse initiatives help in different ways to increase business opportunities for small, female and minority-owned enterprises.

The need for HJAIA to play a critical role in the growth of small, female and minority-owned businesses in the construction industry is clearly based on the tremendous growth in the Atlanta area. Atlanta ranks third in the nation among cities with the most Fortune 500 headquarters — and the metro region accounts for about two-thirds of Georgia’s economy, 70 percent of the state’s job growth and 65 percent of its population growth. Atlanta’s airport is considered to be the largest employment center in the State of Georgia. There are approximately 55,300 airline, ground transportation, concessionaire, security, federal government and City of Atlanta employees at the airport.

Atlanta’s airport will continue its efforts to promote the city’s goodwill and diversity initiatives through its Equal Business Opportunity initiatives. In turn, HJAIA will have an enormous positive impact on local, regional, national and global economies.

- Economic Impact: The total airport payroll is $2.4 billion, resulting in a direct and indirect economic impact of $5.6 billion on the local and regional economy. The total annual regional economic impact of the airport is more than $18.7 billion.

- To date, the city has paid $1.3 billion of the projected $6.2 billion Airport expansion program.

- To date, blended, the minority-owned and female firms have received over $477 million in contracts.

- To date, female-owned firms have received over $109 million in contracts.

"One industry that has faced its share of challenges is the city’s construction market and its demand for qualified firms, suppliers and laborers. The Greater Atlanta Economic Alliance (Alliance) has risen to the challenge and is in its sixth year as the premier communication, outreach, technical assistance and training program geared towards Atlanta’s construction community. The successful completion of Runway 10/28 (formerly 5th Runway) in the second quarter of 2006 is partly attributed to contractors, vendors and suppliers who have directly or indirectly benefited from the Alliance’s mission to increase capacity, capability and competitiveness among small, female and minority businesses.

The Alliance is an important asset to Hartsfield-Jackson Atlanta International Airport and we look forward to continuing our partnership."

Ben DeCosta
Hartsfield-Jackson Atlanta International Airport
General Manager
The Georgia Department of Transportation (GDOT) has established a Disadvantaged Business Enterprise (DBE) Program in accordance with regulations of the U.S. Department of Transportation (USDOT), 49 CFR Part 26.

The Department has received federal financial assistance from the U.S. Department of Transportation (USDOT), and as a condition of receiving this assistance, the Department has signed an assurance that it will comply with 49 CFR Part 26. The assurance will:

- Ensure nondiscrimination in awards and administration of USDOT-assisted contracts.
- Create a level playing field on which DBEs can compete fairly.
- Narrowly tailor programs in accordance with applicable law.
- Help remove barriers to DBE participation.
- Provide flexibility of opportunities for DBEs.
- Ensure that only firms that fully meet DBE eligibility standards participate.
- Assist the development of DBEs so that they can compete in the marketplace outside the DBE Program.

WEBSITES

Georgia Department Of Transportation
www.dot.state.ga.us

DBE Application
www.dot.state.ga.us/dot.eeo-div/dbeapp.shtml

DBE Directory
www.dot.state.ga.us/dot.eeo-div/certified.shtml

Contracts Administration
www.dot.state.ga.us/dot/construction/contractsadm/index.shtml

Consultant Design
www.dot.state.ga.us/dot/preconstruction/consultantdesign/index.html

Department of Administrative Services
www.doas.state.ga.us

"The Greater Atlanta Economic Alliance has been an excellent partner with GDOT as the supportive service provider. Their commitment to service matches the core values that GDOT operate under everyday. They have assisted many disadvantaged businesses in the State of Georgia with their experience and skills training. It has been a pleasure working with them."

Harold E. Linnenkohl
Commissioner, Georgia Department of Transportation

"The Greater Atlanta Economic Alliance (Alliance) has provided supportive services to the Department of Transportation Disadvantaged Business Enterprises Program in the State of Georgia for 2005-2006. They are by far the best firm we have had in the area for business and technical training. They have been constant professionals with their quality of service and communication. They have provided vital expert services to many DBEs who have had no where else to turn for accurate and up to date business advice. The Alliance has a great handle on the issues that face small, female and minority DBE firms. The staff is genuinely interested in helping DBEs become successful and taking their business to another level. I would highly recommend the Alliance as one of the best business consulting firms around. The Alliance has been a big part of the success story for GDOT this past year."

Michael G. Cooper
Division Director Equal Opportunity, Georgia Department of Transportation
As a member of the State Transportation Board, I have gained great regard for the vital work that the Alliance performs. The transportation construction industry is highly competitive, and I'm convinced that the Supportive Services Program improves opportunities for small, minority, women-owned and disadvantaged businesses. This program helps ensure that the Department meets its federal mandate for inclusion of female and minority contractors and consultants. Perhaps more importantly, as these businesses become more competitive and successful in the industry, they then become catalysts for exponential growth and expertise for other DBEs, creating an important network of economic viability. As a small minority business owner, I can fully appreciate the significance of the Alliance’s work - enhancing the Department’s ability to get our work done and done well, and contributing to the growth of sustainable DBEs as more active participants in Georgia’s economy.

Dana Lemon
GDOT Board of Directors
The USDOT Minority Resource Center - Southeastern Regional Center is a result of the cooperative agreement between The United States Department of Transportation (USDOT), Office of Small and Disadvantaged Business Utilization (OSDBU) & Minority Resource Center (MRC) and the Greater Atlanta Economic Alliance (Alliance). The objective of this cooperative agreement is to provide small, minority, women-owned and disadvantaged business enterprises (DBEs) planning, analysis evaluation and management of the various business training and financial assistance programs.

The MRC carries out programs to assist qualified DBEs obtain either business training, financing on DOT direct or recipient contract or subcontracting opportunities. One of the primary focuses of MRC activities is to provide assistance to DBEs through a comprehensive system that includes outreach, financial assistance and educational services. The MRC also disseminates information to DBEs regarding procurement opportunities with the DOT, and provides referrals to assistance agencies that offer technical expertise in areas of bonding and loan packaging.

The MRC provides the following services:

- Aid in obtaining financial assistance and bonding to small, minority, women-owned and disadvantaged business enterprises (DBEs) that include short term working capital and surety bonding.
- Assistance with certification as a DBE.
- Information for DBEs regarding USDOT OSDBU & MRC services.
- Technical assistance to aid in the growth and development of the DBE community.

For more information, visit www.osdbuweb.dot.gov or www.alliance4u.org

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Airport Concessionaires Disadvantaged Business Enterprise Rent-A-Car Program (ACDBE RAC)

The top airport markets will continue to expand to keep up with the growing passenger demands over the next 10-15 years and in some cases 25 years, according to the FAA Operating Evolution Plan. Critical research was needed to understand how the airport rent-a-car market plays a major role in economic development and how it impacts the Airport Concessionaires Disadvantaged Business Enterprise (DBE) Rent-A-Car Program.

In support of the DBE final ruling authorized by the Department of Transportation’s Secretary Mineta on March 22, 2005, the Alliance was selected to provide research specifically as it related to Airport Concessions DBE Rent-A-Car program. The revised DBE final rule for airport concessions (49 CFR Part 23) applies to the approximately 350 primary airports that are required to have a DBE program. CFR 49 part 23.

The research was administered to assist airport and rent-a-car agencies with increasing DBE participation pertaining to airport rent-a-car operations.

ACDBE RAC MISSION
- Identify opportunities for small female and minority DBE firms to operate as rent-a-car agency operators on airport premises.
- Identify a list of services, supplies and products procured by rent-a-car agencies annually.
- Compile a list of DBE’s from the USDOT Central Register, who are able to deliver quality products and supplies to airports and the rent-a-car agencies, and add an automotive category to the DBE Central register.

ECONOMIC MODEL STRATEGIC ALLIANCES AND BEST PRACTICES
As a result of the research, the ACDBE RAC research encourages rent-a-car agencies to purchase goods and services from DBE business owners and not to rely only on the purchase of vehicles.

It is also highly recommended for the airport rent-a-car agencies to participate in local, regional and national marketplace fairs to increase its DBE outreach activities. In addition, it is recommended for certified DBE’s to partner with national agencies such as the National Automotive Dealer Association (NADA), The National Association of Minority Automobile Dealers (NAMAD) and other suppliers to provide the airport rent-a-car companies with affordable goods and services.

TOTAL U.S. AIRPORT RENT-A-CAR MARKET REVENUE
Airport rent-a-car revenue totals $8.4 billion annually. (2003 Airport rental news data).

THE POTENTIAL CERTIFIED DBE REVENUE
Based on 10% annual DBE goals, the estimated DBE revenue could potentially reach $800 million in DBE revenue.

We encourage open dialogue and ongoing support from the USDOT, Office of Small and Disadvantaged Business Enterprise and the FAA. Thanks to the airport and rent-a-car representatives who participated and contributed to the ACDBE economic model. This research will truly impact the greater capacity of the DBE Program. For more information, please contact the Alliance.
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20 OPENING THE DOORS OF OPPORTUNITY
Alliance Benefits

Offers technical assistance courses, which impact economic development and increases the capabilities and capacity of small, female and minority owned businesses.

Creates an opportunity for small, female and minority business owners to increase their participation in both private and government sectors.

Provides technical assistance and business development services to businesses and individuals interested in doing business in the transportation and construction related industry.

Delivers educational workshops and presentations regarding scope, schedule, budget, safety, and access to capital and procurement opportunities in the transportation and construction industry.

Provides venues to network and develop strategic alliances for agencies, buyers and prime contractors.

Identifies small, female and minority owned businesses who possess the capacity and capability to participate in projects in the transportation and construction industries.

Provides small, female and minority owned businesses with greater access to attaining prime contractor status and/or partnerships that create a stronger foundation for disadvantaged enterprises to develop and grow.

SERVICES:

• Communication
• Outreach
• Technical Assistance
• Business Development
• Supplier Diversity Supportive Services
• Diversity Training
• Certification Assistance

If your organization is interested in finding out more about Alliance programs or services, contact the Greater Atlanta Economic Alliance at www.alliance4u.org or call 404-827-9677.

AWARDS:

2005 IRS Small Business / Self-employed Division/Excellence in Partnering Recognition

2005 Atlanta Chapter of the National Association of Women in Construction Strategic Alliance Award

2004 FAA/Airport Minority Advisory Council Organizational Award
Sponsorship Levels

SPONSOR LEVELS

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• Two (2) registrations for all conference events

Bronze - $1,000
• Event Advertisement
• Reserved sponsor table at conferences
• Two (2) registrations for all conference events

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