



Pacific Southwest  
Minority Supplier  
Development Council



**WELLS  
FARGO**

# CEO LEADERSHIP ACADEMY

A VIRTUAL CONFERENCE FOCUSING  
ON EXECUTIVE LEVEL GROWTH,  
LEADERSHIP AND DEVELOPMENT

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## PROGRAM GUIDE



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# Who We Are

## **Our Mission**

The mission of the PSWMSDC is to grow Minority Business Enterprises by providing certification, promotion, information, and resources that directly contribute to business growth. We will have a steadily increasing base of certified and engaged Minority Business Enterprises.

## **Our Vision**

The Vision of the PSWMSDC is to become the leading organization in the NMSDC network by expanding our capacity to serve as a valuable resource to our MBEs as well as our Corporate and Government members. We are governed by an active, unified Board of Directors that advocates for and informs the MBE business community.

The Pacific Southwest Minority Supplier Development Council (PSWMSDC) was founded in 1993. It is the Arizona and San Diego County based affiliate of the National Minority Supplier Development Council (NMSDC).

One of 23 Regional Affiliates of the NMSDC, PSWMSDC is vital member of the networked, providing a local touch point for expanding the interests of our corporate members and certified minority businesses.

The National Minority Supplier Development Council is one of the country's leading corporate membership organizations. There are 1,450 corporate members throughout the network, including America's top public and privately-owned companies, as well as, universities, hospitals and other buying institutions. The Regional Affiliates certify and match more than 12,000 minority-owned businesses with member corporations that want to purchase their products, services and solutions.

# What We Do

## **Certify**

Certify minority owned business and promote the value of certification

## **Develop**

Develop stakeholders and build capacity & capabilities

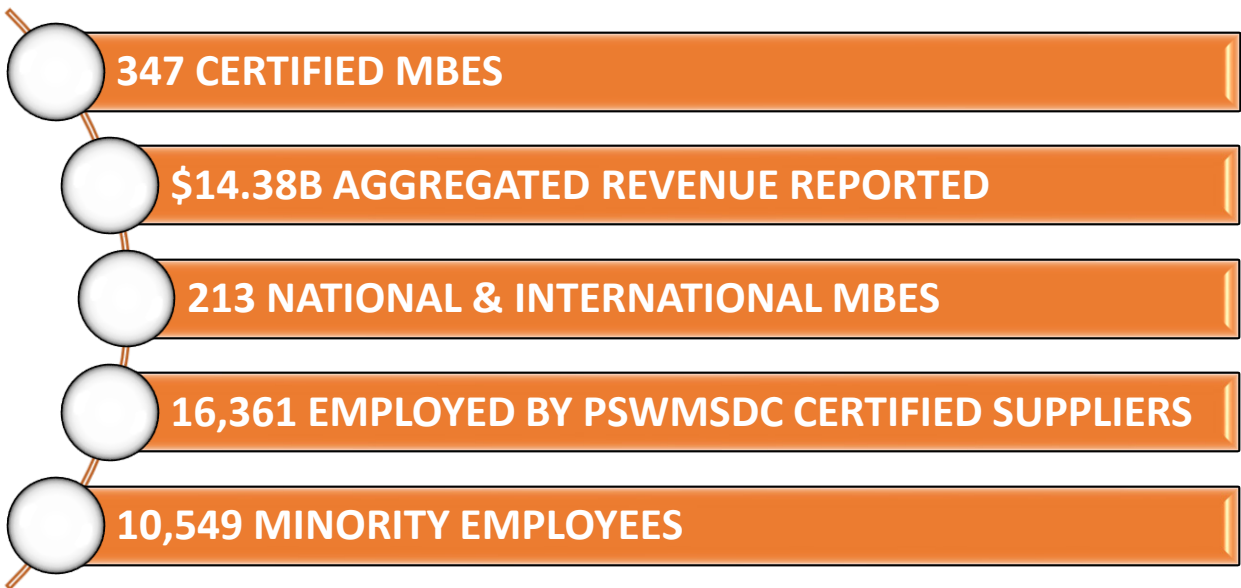
## **Connect**

Connect certified minority business entrepreneurs with corporate members

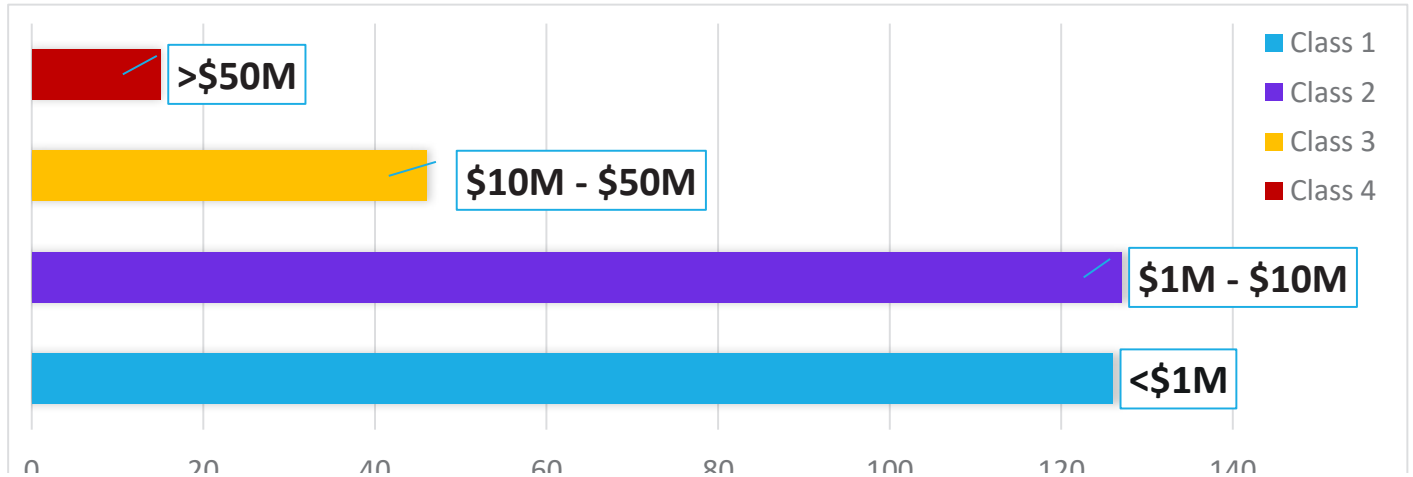
## **Advocate**

Advocate for minority business and promote the value proposition of minority supplier development

# PSWMSDC's Economic Impact



## Number of MBEs by Class



## **Governance**

Patricia (Patty) Pyle - Chair	SRP
Brennon Carlson - Treasurer	ASU
Beverly Scott - Secretary	Medtronic Microelectronics Center
Jo Anne Arvizu	Raytheon Technologies
Summer Faussette	Comerica Bank
Sydney Furbush	SDG&E
Vera Howell	Turner
TJ (Todd) Jackson	Intel
Sibia Manazanerez	APS
Leslie Okamoto	Siemens Mobility
Chi Pak	T-Mobile
Geoffrey Thompson	UPS
Joesph Trimble	Wells Fargo
Patricia Crenshaw	PSWMSDC

## **Minority Business Enterprise Input Committee (MBEIC)**

Elizabeth Camacho	Scott Business Group
Williams Randall	Boateng Logistics
Jon Alben	Activate
Dave Scott	Dave Scott & Associates
Ray Verin	Lavish Ocean Products
Rick Leon	Executive Dynamics

# **The Opportunity**

In 2020, Wells Fargo and the National Minority Supplier Development Council (NMSDC) collaborated in four “CEO Leadership Academies,” designed to build capacity and assist minority owned businesses with growth and scale. These Leadership CEO Academies were hosted in Washington, D.C. by the Capital Region MSDC, Los Angeles by the Southern California MSDC, and Houston by the Houston MSDC. To date, more than 80 minority business CEOs have graduated from CEO Academy programs sponsored by Wells Fargo.

The CEO Academy was a one-year capacity building program, with 10-15 certified minority-owned business executives in each cohort.

### **The goals of the CEO Academy are:**

- to build the value proposition for each minority business owner;
- to enhance best practices in business development, organizational capabilities and scalability;
- to foster greater readiness to meet industry needs; and
- to increase competitiveness when seeking contracts and opportunities in the global marketplace.

# Course Information

<u>SESSION</u>	<u>TOPIC</u>
One	<b>Introduction:</b> Patricia Crenshaw, President & CEO, PSWMSDC <b>Opening Remarks:</b> Joseph Trimble, Business Market Segment Manager, Desert Mountain Region, Small Business Leader, Wells Fargo <b>Where are We Now?:</b> Patricia Crenshaw, President & CEO, PSWMSDC
Two	<b>Executive Decision Making:</b> John Boggs, Col. U.S. Marine Corps (Ret); President, Fortitude Consulting, LLC <ul style="list-style-type: none"><li>• <i>We dare you to make a decision</i></li><li>• <i>Stop seeking perfection, no decision is perfect</i></li></ul>
Three	<b>Executive Communications:</b> John Boggs, Col. U.S. Marine Corps (Ret); President, Fortitude Consulting, LLC <ul style="list-style-type: none"><li>• <i>What is the powerful sound in the world?</i></li><li>• <i>Two words should never be used</i></li><li>• <i>What do you want no, before you want yes?</i></li><li>• <i>What is the \$10 exercise?</i></li></ul>
Four	<b>What a CEO Should Know About Human Resources in a Civil Injustice and COVID Era:</b> Latasha Causey, Head of Recruiting, U-Haul International, Inc.
Five	<b>Defining Your Leadership Style:</b> Diane Strafford, Predictive Group
Six-A	<b>Growth Strategies I – Access to Capital:</b> Joseph Trimble, Business Market Segment Manager, Desert Mountain Region, Small Business Leader, Wells Fargo
Six-B	<b>Growth Strategies II – Marketing/Branding in a Remote Environment:</b> Kneko Burney, CEO & Chief Creative, Change3 Enterprises
Seven	<b>Networking/Graduation/Awards:</b> Patricia Crenshaw, President & CEO, PSWMSDC Joseph Trimble, Business Market Segment Manager, Desert Mountain Region, Small Business Leader, Wells Fargo



# Our Subject Matter Experts

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**Colonel John Boggs | U.S. Marine Corps (Ret.) | Fortitude Consulting, LLC  
Sessions: Executive Decisions Making and Executive Communications**

Colonel John Boggs, U.S. Marine Corps (Ret.), is an authority on Executive Leadership Development and Gender Equality. He is a Strategist, Author, Accomplished Speaker, and Executive Leadership Coach.

An Infantry Officer with over 30 years of service to the nation and commanded at every rank held.

As a trainer and educator, Col. Boggs served at both Marine Corps' Recruit Training Depots, Officer Candidates School, and Head of the Marine Corps' Distance Learning Programs. He was also a Professor and Dean of Faculty and Academic Programs at the Industrial College of the Armed Forces.

Col. Boggs served as Chief of Staff of the National Defense University in Washington, D.C., the worlds' leading institute for producing strategic leaders and as a Fellow at the Council of Foreign Relations. He was also the senior Marine Readiness Advisor on the staff of Secretary of Defense Cohen and Rumsfeld.

As a businessman, he was a Vice President for a major non-profit in Washington, D.C., and partner in an International Business Development Firm.

Today Col Boggs leads Fortitude Consulting, a leadership development firm. He works with executives and organizations that are diverse in size and complexity, from Fortune 500 companies to fast-growing start-ups.

He holds master's degrees in National Security Strategy and Management. He is a graduate of the prestigious Georgetown University's Transformational Executive Leadership Coaching program and is an International Coach Federation credentialed, Professional Certified Coach.

**Kneko Burney | CEO & Chief Creative, Change3 Enterprises  
Session: Marketing/Branding in a Remote Environment**



Kneko Burney is a serial entrepreneur, a working mother and a faithful servant to God. She leverages her skills as a marketing and research expert to create new digital and consulting services for her clients.

With more than 25 years of experience, she is a leading B2B expert for the telecom and high-tech industries, as well as an emerging figure in the intersection of digital technology and everyday life. As founder & CEO of Change3 Enterprises (2011), founder of Eyesoda.com (2007), and co-founder of Compass Intelligence (2005), Ms. Burney has a knack for creating and growing innovative, new businesses.

A trained economist, Ms. Burney has led professional services, market research and creative organizations over the last 25 years using a combination of uncommon skills. By melding the creative with the quantitative using technical knowledge, Ms. Burney has helped her clients innovate, while optimizing their marketing operations and strategic processes.

Ms. Burney has been a featured guest on CNBC's the Closing Bell, and her insights have been used by the Department of Commerce, the Federal Communications Commission and the Small Business Administration. She was featured in Fortune Small Business Magazine, and has been quoted in The Wall Street Journal, Business Week, Baron's Investors Daily, USA Today, The New York Times, Fortune,



Forbes, Wired, and Information Week.

Ms. Burney holds a B.A. in Economics, a B.A. in Mathematics and a M.A. in Mathematical Economics from Boston University (1996) as part of BA/MA program. She also completed the prestigious American Economic Association Minority Econometrics Program at Stanford University (1994).

She lives in Scottsdale, AZ with her husband in faith, Rick and their children.

**Latasha Causey | Head of Recruiting, U-Haul International  
Session: What a CEO Should Know About Human Resources in a Civil  
Injustice and COVID Era**

Latasha Causey is the Head of Recruiting for all U-Haul international locations in both the United States and Canada. Latasha leads a team of recruiters who focus on finding the right talent to work in multiple areas of the U-Haul organization; to include Information Technology, Call Center, Manufacturing and various roles within the Arizona Corporate Headquarters.



Latasha has over 20 years' experience in Recruiting and Human Resources leadership. Prior to joining U-Haul Latasha worked for 12 years at USAA's North Phoenix Campus. Holding various leadership roles, responsible for strengthening USAA's brand and culture in the Phoenix market. She was also responsible for leading the USAA local Foundation and employee volunteerism in the Phoenix community. During her tenure she was also part of the HR Talent Acquisition team, supporting and leading recruitment efforts across all USAA locations.

Latasha has also worked for Charles Schwab and Wells Fargo in various Human Resource leadership roles, having a vast knowledge of the HR and Recruiting fields. Latasha holds a bachelor's degree in communications from Arizona State University, Master of Arts Degree with a concentration in Organizational Management and Professional Human Resources certification (PHR).

Latasha is married to her wonderful husband Sullivan; they have two beautiful boys, Sullivan III and Maysn. Latasha is very active in the Phoenix community, being named a 2018 Outstanding Women in Business by Phoenix Business Journal. She is on the Teach for America of AZ, PHX Charter 100, Valley of the Sun United Way, Goodwill of Central & Northern AZ, Arizona State University Alumni Associate and Mayoral appointment by Mayor Kate Phoenix Workforce Commission Board of Directors.

**Patricia Crenshaw | President, PSWMSDC**

Patricia Crenshaw is the President and CEO of Pacific Southwest Minority Development Council. She has more than 20 years of experience being successful in public/external affairs, fund development, public relations, brand management, media relations, and building strategic partnerships for organizations in the non-profit, technology and healthcare/medical research sectors.



She has managed philanthropic, educational and the overall growth of nonprofits and expansion, ensuring stability over long-term change and development. She has also cultivated revenue streams and avenues for fundraising while furthering the overall mission of nonprofit organizations.

Patricia specializes in data-driven, science/technology-heavy programs in nonprofits, healthcare/

medical research recruiting, business operations and project management. When challenged, she delivers creative yet efficient solutions while thriving in the face of tight deadlines.

Patricia has worked with renowned medical professionals in institutions such as Harvard Medical School/Brigham and Women’s Hospital, Yale University School of Medicine, Columbia University College of Physicians and Surgeons, Albert Einstein College of Medicine/Montefiore Medical Center, Mayo Clinic College of Medicine, University of California, San Francisco/Center for Reproductive Health, University of Southern California, David Geffen Medical School at University of California, Los Angeles, Boston University Medical School, and others.

Originally from Greenville, Alabama, Patricia moved to the Phoenix-Metro area from Southern California, where she studied Integrated Marketing and Finance at National University in Costa Mesa, California. She enjoys football, basketball, tennis and golf.



**Diane Stafford | Senior Global Associate, Predictive Index  
Session: Defining Your Leadership Style**

Diane brings 20 plus years of executive leadership in nonprofit, government and large corporations. She is an entrepreneur, starting two companies and realizing that scalability is directly related to finding the right talent. Diane joined PI as she immediately saw value in leveraging predictive data to optimize performance. Diane provides hands on and strategic support to businesses in the areas of strategy, talent optimization, succession planning and employee experience. “It’s gratifying to help client’s use behavioral and cognitive data to find the best in each individual, and then use the data to build upon that potential to accelerate performance.”



**Joe Trimble | Business Market Segment Manager, Wells Fargo  
Session: Access to Capital**

Joe Trimble joined Wells Fargo in 2001 as a part-time teller. Since then he has held numerous positions at different locations within consumer banking, from Personal Banker to Manager of four Wells Fargo branches in downtown Albuquerque and Valencia County. Currently Trimble is the Business Market Segment Manager for Arizona, Nevada, New Mexico and Southern California. He is based in Albuquerque, where he is raising his 11-year-old daughter

Brooklynn.

Trimble is active in the community and currently serves as the vice-president for the Albuquerque Public Schools Education Foundation. He is the secretary on the board for the NM M.E.S.A. program and also on the board of the Albuquerque Hispano Chamber of Commerce. These are all organizations he is very passionate about.

Trimble shares that his role is to build a strategy around engaging business owners in the \$0-\$5MM revenue segment in Arizona, Nevada, New Mexico and Southern California communities by educating and developing talented small business bankers in the branches.

He values the opportunity he is given each and every day to support business customers.

# Academy Graduates



Change3 Enterprise - *Kneko Burney*

Dave Scott & Associates, Inc. - *David Scott*

Energy Communications Corp. - *Patricia Alvarez De Los Cabos*

Fortitude Consulting, LLC - *Col. John Boggs*

Great Impact, Inc. - *Teresa Ornelas*

HELIUS - *Catherine Stonecipher*

Nemovi Law Group, APC - *Genail Nemovi*

The Next Step Agency - *Eric Walker*

Sweta Systems, Inc. - *Priti Parikh*

Trooper USA - *Lucy Ramon*

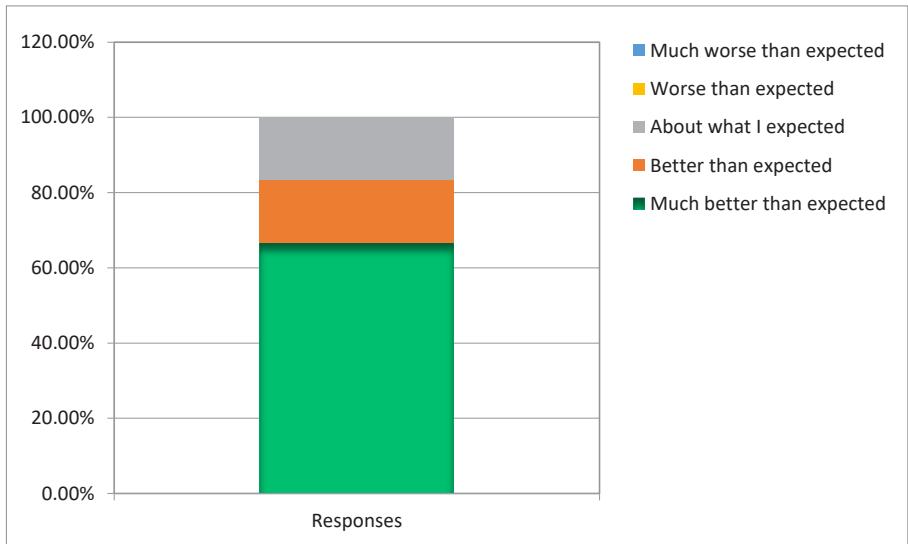
Viable Staffing Solutions, Inc. - *Gregory Johnson*



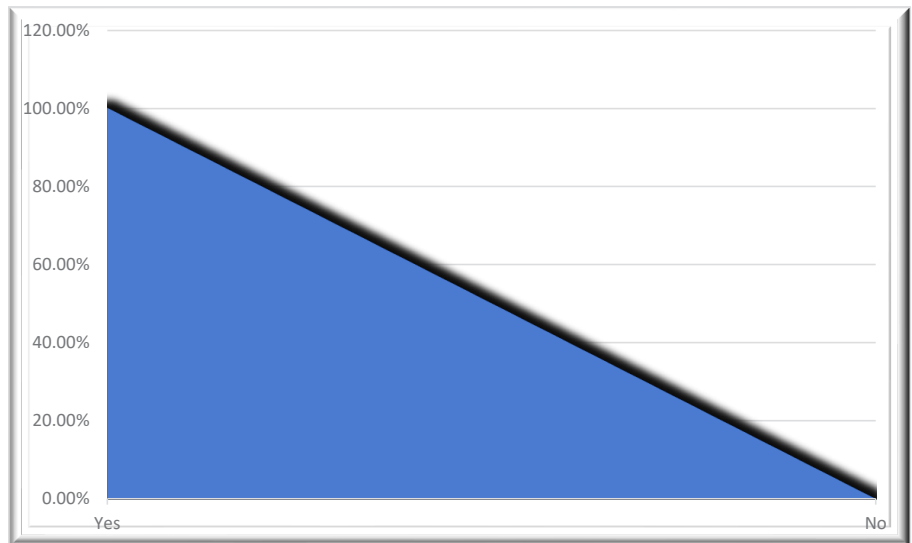
# CEO Leadership Academy Survey Results

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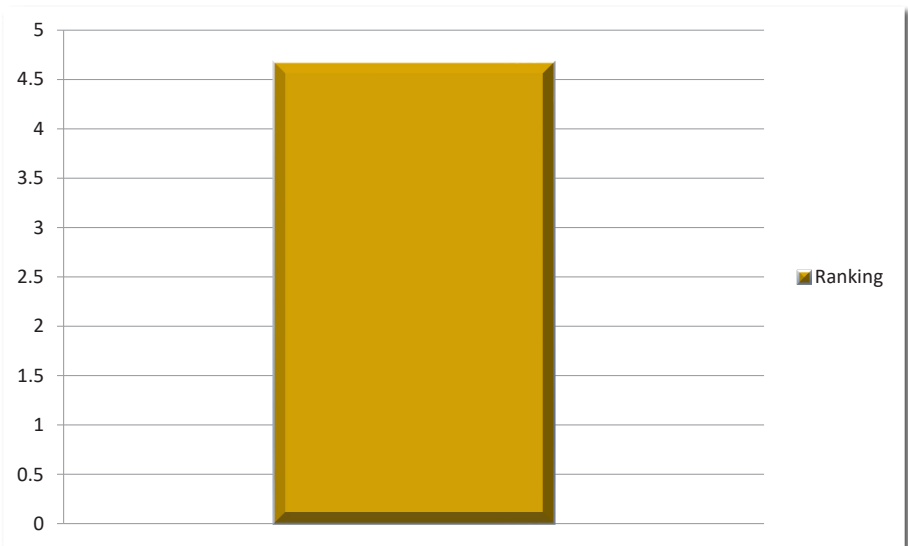
## How well did the sessions meet your expectations?



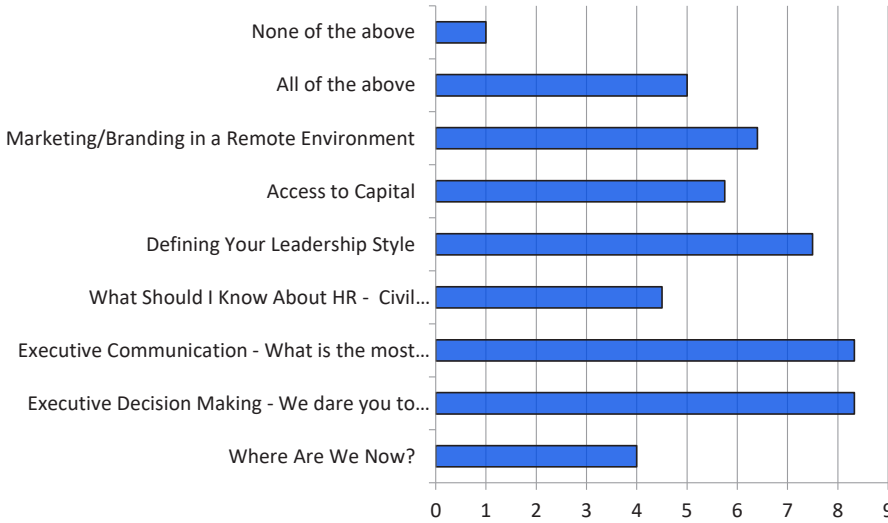
## Was the information presented useful?



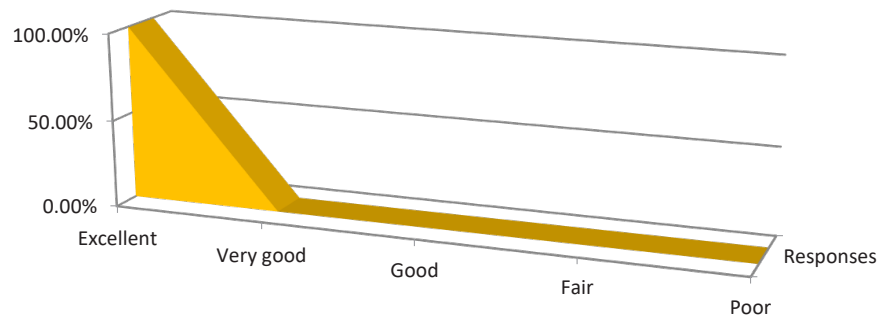
## How would you rate the interactive participation in the sessions?



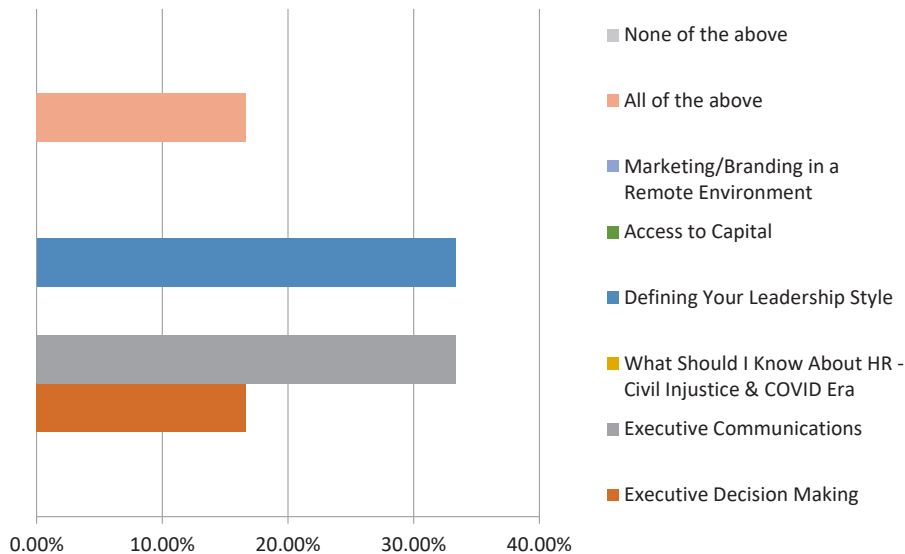
**Please rank the sessions in the order in which you think that they will be the most helpful to your business.**



**Overall, how would you rate the sessions?**



**Which of the following sessions do you think that we should present next year?**





# Graduates' Company Capability Statements

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# HAPPY MARKETERS

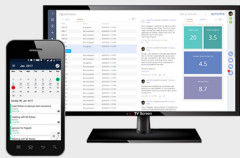
## ENABLING ALL KINDS OF CLIENTS

- 1 An Experienced Team:** Seasoned professionals support every aspect of our service delivery model. This matters when partners need help or guidance on what will or won't work for them.
- 2 A Unique Approach:** Our research-lead approach is unique and flexible. More importantly, our team is experience enough to leverage any methodology – whether it be all digital, mixed or traditional appt setting call campaign. We can deliver results no matter the approach.
- 3 Our Track Record of Results:** Leveraging our integrated sales management tools and dashboards, sales teams will easily see lead data, input status and activities, as well as ask for help from experienced sales support staff. We have generated thousands of leads for our clients and fully understand how to define target markets, start the conversations and the best ways to convert, nurture and progress opportunities.

**Change3 is woman and minority-owned (certified)**

# FULL SUITE OF SERVICES

## WE SERVE WITH A SMILE



### Custom Data Services

Define the key segments, source valid marketing data, leverage industry best practices to ensure compliance and advise on data management.



### Lead Generation

Qualify and convert BANT leads using a variety of approaches, including our proprietary lead gen survey, powered by our research brand, C3 TechTargeting.



### Website Services

Enable BPs to have the best digital face forward to ensure all campaigns deliver the best results. This includes modern design and UX, relevant points of conversion and data privacy compliance.



### Content & Social Media Management

Generate meaningful content to engage your market and/or promote their brand using paid tactics. We generate blogs, social media, white papers and more.



### Application Development Services

We have an in-house applications development team that not only build our lead management systems, but also craft thoughtfully structured applications for our clients.



### Market Research & Surveys

Gather market intelligence as well as lead using our research arm C3 TechTargeting, as well as promote events, amplify messaging and/or drive downloads or sign-ups for demos and apps.





## ***CAPABILITY STATEMENT***

Dave Scott & Associates  
P.O. Box 22115  
Phoenix, AZ 85028

Business Structure – Corporation  
Year Established – 1999

### ***Company Principals***

David Scott, President  
Pamela Scott, Vice President

***DUNS*** – 147234244  
***Cage Code*** – 4GLG6

### ***Certifications***

City of Phoenix - DBE/SBE  
Pacific Southwest Minority Supplier  
Development Council – MBE

### ***Category of Customers***

- Corporations
- Local and State Government
- Federal
- Contractors
- Educational
- Health Care

### ***Office Furniture***

- Systems Furniture
- Case Goods
- Seating
- Conference/Training Rooms

### ***NAICS***

- 238390 – Office Furniture/Modular/Installation
- 238350 – Cabinetry/Millwork
- 442110 – Furniture Stores
- 423210 – Outdoor Furniture
- 541512 – CAD Design Services

### ***School Furnishings***

- Desks, Seating
- Cafeteria
- White/Marker Boards

### ***Cabinetry***

- Cabinets – Uppers and Lower
- Cubbies
- Storage

### ***SIC Codes***

- 2521 – Wood Office Furniture
- 2522 – Office Furniture
- 2531 – Public Building
- 2541 – Wood Partitions/Fixtures
- 2542 – Partitions/Fixture, not wood
- 5021 – Furniture

### ***Specialty Furniture & Ergonomics***

- Adjustable Height, Sit/Stand
- Monitor Arms
- Trash Receptacles, Ash Urns
- Benches, Bike Racks
- Staging, Risers

### ***Product Service Codes (PSC)***

- 7110 - Office Furniture
- 7125 - Cabinets, Lockers, Shelving
- 7195 – Misc Furniture/Fixtures

### ***Services***

- Design/Space Planning
- Installation
- Reconfigure/Relocation
- Site Coordination
- Project Management

### ***Contact us***

Phone – 602-971-1600

Fax – 602-971-2021

Email – [dave.scott@davescottassociates.com](mailto:dave.scott@davescottassociates.com)

[www.davescottassociates.com](http://www.davescottassociates.com)

### ***Construction Trailers***

- Office Furniture
- Cabinetry

**CONTACT INFORMATION:**

Patricia Alvarez de los Cobos  
Energy Communications Corp.  
637 Third Ave., Suite B-C  
Chula Vista, CA 91910  
patricia.alvarez@xewt12.tv  
Office: (619) 585-9398  
www.xewt12.com

**NAICS & CAGE CODES:**

- 512110: Motion Picture and Video Production
- 512191: Teleproduction and Other Postproduction Services
- 519130: Internet Publishing and Broadcasting and Web Search Portals
- 541430: Graphic Design Services
- 541613: Marketing Consulting Services
- 541810: Advertising Agencies
- 541830: Media Buying Agencies
- 541840: Media Representatives
- 541922: Commercial Photography
- 541930: Translation and Interpretation Services
- 711510: Independent Artists, Writers, and Performers
- CAGE CODE: 87FW3

**CERTIFICATIONS:**

- HABE – Hispanic American Business Enterprise
- SDB – Small Disadvantaged Business
- WBE – Women’s Business Enterprise
- WOSM – Women Owned Small Business
- MBE – Minority Business Enterprise

**REGISTRATIONS:**

BEIN # 33-0346020  
DUNS # 621-871-169

**COMPANY:**

**ENERGY COMMUNICATIONS CORP.** is an established, creative, Emmy-winning, multimedia company committed to helping businesses tap into the Hispanic market. Since 1989 we have been the exclusive steward in Southern California of the largest producer of Spanish language programming and content in the world – Televisa. Our multicultural and diverse team reaches the hearts of Spanish speakers across international borders. We present some of our work examples [here](#).

**SERVICES:**

We produce advertising campaigns that can include anything from research and strategy, to media and creative development, to execution. Some of our services are:

- Video Production
- Digital Marketing
- Content Creation
- Copy-writing
- Translation (English to Spanish)

**CLIENTS:**

Current and former National and local clients include:

- Televisa
- Cox Communications
- The Disneyland Resort
- Kaiser Permanente
- City of San Diego
- San Diego Gas & Electric
- San Diego County Ford Dealers
- San Diego County McDonald's Restaurants

**Fortitude Consulting, LLC**— Leverage Talent, Improve Performance, Exceed Goals, Lead Through Crisis.

**Fortitude is a leadership development firm--**The pace of business today is fast. The environment is volatile, uncertain, complex, and ambiguous. As individuals, we at Fortitude have walked the paths that our clients walk.

### **Our Team:**

The Fortitude team is unique. We have leadership experience in business, organizational design, military, diplomacy, academia, health care, IT, government, and more. We have led diverse teams in large and complex organizations that range in size to small and fast-growing; private sector to the public sector. We have over 495 years of leadership experience and over 10,000 hours of leadership coaching and development experience; for individuals and teams.

### **Key Capabilities:**

#### **Coaching, Consulting, Trusted Advisor, Strategy Development, Speaking**

**Coaching**—The singular objective of a well-conceived and executed coaching program is to guide the client along the path of their choosing to become the leader they always wanted to be and the leader their teams need.

#### **Key Coaching Takeaways:**

- Build confidence in leadership skills
- Improve conflict management
- Create self-awareness
- Develop influence and persuasion skills
- Being decisive
- Evolve crisis action planning
- Lead in a diverse and inclusive environment

**Consulting**—. The objective is the organization's improvement, not delivering an on the shelf program looking for a problem to resolve. We work to fulfill the clients' needs, not our wants

#### **Key Consulting Takeaways:**

- Improve performance
- Establish a culture of innovation
- Develop cultural competency supporting culture change
- Build effective diversity, equity, and inclusion programs
- Develop a leadership centered organization

**Trusted Advisor**—A Trusted Advisor is your sounding board, your ear, and one who will ask you the challenging and provocative questions you will not get from a staff member no matter how trusted they may be.

**Key Takeaways:**

- Increase rapid decision-making
- Improve visioning
- Resolve conflict without bloodshed
- Increase self-awareness
- Reduce stress

**Strategy Development**—Strategy that guides safely into the future.

**Key Takeaways**

- Develop a clear, concise, compelling vision
- Achieve clarity on the organizations driving forces
- Understand organizational power
- Develop and implement Diversity, Equity and Inclusion Strategy

**Speaking**—Fortitude is blessed with a few of the best subject matter experts in the country who are informative and entertaining speakers.

**Topics include:**

- “Navigating Through Crisis—Lead or Bleed” Col. John Boggs
- “Shock and Awe: Disrupting Fear and Complacency” Dr. Maria Church
- “What You Don’t Know About Diversity is Costing You” Dr. Kyleanne Hunter

**Sample of Clients:**

Commercial	Government & Non-Profit/Not for Profit
<ul style="list-style-type: none"> <li>• Barrie House Coffee Roasters</li> <li>• Arizona Public Service (APS)</li> <li>• TransGen Energy</li> <li>• Nationwide Finance</li> <li>• Rainmakers Strategic Solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Blue Cross Blue Shield of Arizona</li> <li>• ASU/AMX-Lodestar Leadership Academy</li> <li>• U.S. Coast Guard</li> <li>• EEOC</li> <li>• NYPD</li> </ul>

**Certifications:**

Certified minority-owned, Service-Disabled Veteran Owned Company, CEO Action for Diversity & Inclusion Signatory

**NACIS Code:**

541611, 541612, 541614, 541690, 611430

**DUNS**—061576808; **CAGE**--78X14

**Contact Information:**

Col. John Boggs, U.S. Marine Corps (Ret.), President Fortitude Consulting, LLC  
[John@Fortitudeconsult.com](mailto:John@Fortitudeconsult.com); [www.Fortitudeconsult.com](http://www.Fortitudeconsult.com); 571-215-9644



# iGREAT IMPACT!

Your brand, your style,  
your choice.  
**Ask us how.**

**8270 South Kyrene Road  
Suite #108  
Tempe, Arizona 85284**

**480-777-2226  
1-855-777-2226**

## Certifications



## NAICS

541870	314999
541890	315211
323113	315212
424310	315228
453220	315229

## SIC

5199	7319-25
5611	7319-41
7319-12	5621-01
7319-19	

## Who we are

With over twenty years of experience, Great Impact knows that bringing your brand to life takes more than just putting a logo on a product. That's why we partner with our clients to develop strategies that promote, engage, and synchronize brand identities.

We combine our exceptional customer service with custom online stores flexible to each client's unique branding goals. This approach reduces administrative time and streamlines marketing spending, while increasing employee satisfaction, improving experience and creating a consistent brand everywhere.

## Why we're the experts

- 20 years of experience and industry relationships
- Online stores built to fit your marketing goals and strategic vision, completely tailored to streamlining your branding activities
- Friendly, dedicated, and experience customer service ready to create, manage, and fulfill your vision
- Branded products and services competitive at every price point

## How we do it



Branded Products



Online Stores



Custom Apparel



Displays & Tradeshows



Awards & Recognition



Kitting & Warehouse

**2019**

#3 Ranked Company Promotional Products Ranking Arizona

**2018**

Supplier of the Year ('01, '08, '11, '19 Winner)  
PSW Minority Supplier Development Council

# TESTIMONIALS

***“Great Impact and its phenomenal customer service never ceases to amaze me. The attention to detail that is given to every transaction is truly remarkable and is certainly what makes Great Impact stand out from the crowd.”***

Leo  
Bar S Food

***“It’s always a pleasure to work with you and your team!”***

Dave  
Palo Verde Nuclear Power Plant

***“We love the employee on-line store. It has streamlined our administrative process while controlling our branding.”***

Ann  
American Fire Equipment

***“The whole Great Impact Team is so creative and professional. We love working with them.”***

Robert  
Arizona Public Service

***“Over the years, we’ve had several vendors. The service provided by the Great Impact Team surpassed our experiences with any other company.”***

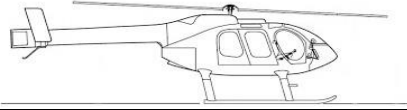
Claire  
Caliente Constructions, Inc.

# CURRENT CLIENTS





## CAPABILITY STATEMENT



6575 N. Glen Harbor Blvd., Hanger 12  
Glendale, AZ 85037

Website: [www.helius.aero](http://www.helius.aero)

Phone: 1-833-435-5487 ex: 701

Email: [carl@helius.aero](mailto:carl@helius.aero)

Work Area: Nationwide

### Core Competencies

Established in 2008, **HELIUS** is a no-compromise helicopter construction company offering support services to oil, gas, electric and the utility industries. Our commitment to safety and efficiency is apparent in all we do. We use modern and meticulously maintained MD600N helicopters provide more power, speed and endurance. The MD600N NOTAR anti-torque system provides for enhanced crew safety and is exceptionally quiet providing an environmentally responsible consideration.

### Past Performance



Autoridad de  
Energía Eléctrica

#### Puerto Rican Electric Power Authority:

- Puerto Rico hurricane recovery efforts from March 2018 to Present



#### Arizona Public Service

- Morgan to Sun Valley 500kV Transmission Project
- Hassayampa to North Gila 500kV Transmission Project
- North Valley 230/500kV Transmission Project



#### American Electric Power

- Sorenson 765kV East and West Transmission Project



MidAmerican  
ENERGY

#### MidAmerican Energy Company

- MVP 3 and 4 345kV/161kV Transmission Project



PACIFICORP

#### PacifiCorp Energy

- Sigurd to Red Butte 345kV Transmission Project
- Mona to Oquirrh 345/500kV Transmission Project



#### Salt River Project

- Pinal West to Pinal Central 500kV Transmission Project

### Differentiators

-Formally EC Source Aviation, **HELIUS** was acquired by Guidance Management Group in September 2017.

-Our internationally recognized companies has more than 30 years of combined helicopter industry experience throughout the U.S. and Puerto Rico.

-HELIUS holds United States Federal Aviation Administration (FAA) Part 133, Part 135, and Part 137 Air Carrier/Agency Certificates.

### NAICS & PSC CODES

- **237110** Water and Sewer Line and Related Structures Construction
- **237130** Power and Communication Line and Related Structures Construction
- **481111** Scheduled Passenger Air Transportation
- **481112** Scheduled Freight Air Transportation
- **481211** Nonscheduled Chartered Passenger Air Transportation
- **481212** Nonscheduled Chartered Freight Air Transportation
- **487990** Scenic and Sightseeing Transportation, Other
- **C123** Non-Building Structures/Electric Power Generation
- **C124** Non-Building Structures/Utilities
- **V121** Air Charter for Things

## CAPABILITY STATEMENT

DUNS: 117052724  
CAGE Code: 8BCB3  
EIN: 83-3566792  
NAICS: 541110, 541199, 541611, 541618, 541612, 541990

- *WBE (1902432)*
- *MBE (AZ12482)*
- *WOSB (191722)*
- *EDWOSB*
- *SBE*

Primary Contact:

**Genail M. Nemovi**

Managing Attorney, Shareholder

[gm@nemovilawgroup.com](mailto:gm@nemovilawgroup.com)

(760) 585-7066

Representative Sample of Current Clients:

- Secretary of Housing and Urban Development
- Real Time Resolutions, Inc.
- CTF Asset Management, LLC
- Athas Capital Group/The Rama Fund, LLC

Contact Us:

**2173 Salk Ave, Suite 250**

**Carlsbad, CA 92008**

**(760) 585-7077 Main**

**(760) 890-1377 Fax**

[Info@nemovilawgroup.com](mailto:Info@nemovilawgroup.com)

<http://www.nemovilawgroup.com>

## Corporate Overview

Nemovi Law Group, APC, encompasses a dynamic and diverse real estate (residential & commercial) and business law practice. A commitment to excellence and a cost-efficient approach for our clients remain the driving forces behind the firm's success. Although the firm handles a variety of legal matters, our primary emphasis is representation of lenders, servicers, investors and foreclosure trustees in residential, commercial and business transactions, mortgage default compliance, foreclosure, litigation, bankruptcy, eviction, wrongful foreclosure defense and other real estate dispute and litigation matters.

Principal Shareholder, Genail M. Nemovi, has successfully represented financial institutions, investors and trustees in hundreds of consumer and commercial security and contract enforcement actions over the past 15 years.

In addition to being a diverse supplier of legal services in its own right, Nemovi Law Group places great importance on maintaining a diverse supplier base that provides a broad range of perspectives, skills, and experiences, in addition to quality and cost effectiveness. Our diverse supplier base recognizes the critical importance of businesses owned by minorities, women, LGBTQ, people with disabilities, veterans, and service-disabled veterans to the success of firm and the quality of services we provide to our clients.

As part of our commitment to diversity, Nemovi Law Group is a proud member of the Women's Business Enterprise National Council (WBENC) and the National Minority Development Council (NMDC). Through these memberships, we actively support purchases from qualified women-owned business enterprises (WBEs) and Minority business enterprises (MBEs), either directly or indirectly with our primary suppliers.

## Legal Services Provided

- Commercial Purchase and Sale, Refinance
- Leasing
- Real Estate Litigation
- General Commercial Litigation
- Commercial Transactions/Contracts
- Title Curative
- Real Estate Transactions/workouts
- Document Preparation
- Bankruptcy/Creditor Rights
- Business Transactions/Contracts
- Dispute Resolution
- Landlord/Tenant; Eviction
- Entity Formation/Corporate Maintenance
- Corporate/Government Certification Assistance



# CAPABILITY STATEMENT

www.thenextstep.agency

The Next Step Agency is a reliable business partner offering clients premier consulting services since 2015. Our services include technology development, system implementation, project management, staffing, assessments, training, coaching and digital design/marketing.



The Next Step Agency

## CORE COMPETENCIES

### PEOPLE

- Talent Selection & Staffing
- Leadership Coaching
- Wellness Programs
- Behavioral Assessments/DISC
- Performance Management
- eNPS Feedback Programs
- Employee Development
- Organizational Design
- Diversity & Inclusion
- Succession Planning
- Employee Engagement

### PROCESS

- Program & Project Management
- Strategy, Planning and Capacity Evaluation
- Agile & Scrum Initiatives
- ITSM/Process Improvement
- Policy & Procedure Development
- System/Program Implementations
- Budget Analysis
- Change Management

### TECHNOLOGY

- Software/Website Development
- SEO
- Social Media & Marketing
- Analytics & Dashboards
- Cybersecurity
- HRIS Evaluation/implementation
- Mobile development
- Technology evaluation
- Audit
- Compliance
- Physical Hardware Sales

## COMPANY DATA

CAGE CODE: 8KXY5  
DUNS #: 012483077

## COMPANY IDENTIFIERS

### CERTIFIED + INSURED

- SBE
- MBE
- MOSB
- COI Available

## COMPANY SNAPSHOT

Client POC: Eric H. Walker, CEO  
Phone: 480-840-7171  
Email: eric@thenextstep.agency  
Mailing Address: PO Box 18231  
Fountain Hills  
Arizona, 85269  
Work Area: Nationwide

## ADVANTAGES

HONESTY

INTEGRITY

INNOVATION

COLLABORATION

With more than 15 years combined experience, our company has provided solid, professional consulting services for several public and private industries. We offer our clients innovative solutions to complex people, process and technology challenges. Our mission is simple; help our clients achieve success, through professional and expert support.

## PAST & PRESENT PERFORMANCE



Maricopa County  
Year of Award: 2019  
# of Contracts: 1 Contracting Action  
Top Office: Maricopa County Assessor's Office



Maricopa County  
Year of Award: 2019  
# of Contracts: 1 Contracting Action  
Top Office: Maricopa County Office of Procurement



University of Nevada Las Vegas  
Year of Award: 2020  
# of Contracts: 1 Contracting Action  
Top Office: Department of Organizational Development



Maricopa County  
Year of Award: 2020  
# of Contracts: 1 Contracting Action  
Top Office: Maricopa County Assessor's Office



## NAICS & PSC CODES

541611 – Administrative Management and General Management Consulting Services  
541618 – Other Management Consulting Services  
541612 – Human Resources Consulting Services  
541511 – Custom Computer Programming Services  
541613 – Marketing Consulting Services  
541512 – Computer Systems Design Services  
611430 – Professional and Management Development Training  
541618 – Other Management Consulting Services  
541690 – Other Scientific and Technical Consulting Services  
R431 – Support, Professional: Human Resources  
R799 – Support, Management: Other  
D399 – IT and Telecom, Other IT and Telecommunications  
R426 – Support, Professional: Communications  
U099 – Education/Training: Other  
D305 – IT and Telecom, Cloud Computing  
R420 – Support, Professional: Certifications  
R408 – Support, Professional: Program Management

# Capability Statement for Sweta Systems Inc.(SSI)



Sweta Systems, Inc. is MBE / WBE certified Software IT Consulting service company.

NAICS # 541511,541512,541513,541518,541519,54159 PSC # D305, D306, D307, D308, D310, D316 ,D318,D325

Sweta Systems, Inc. (SSI) is a leading Software IT technology services, consulting, and systems integration firm focused in providing business centric deliverables in various technologies like CYBERSECURITY, SAP, BIG DATA, ORACLE, JAVA, Mobile application, CRM-analytics etc. in the global market. We have provided mission critical solutions for Fortune 500 companies like RAYTHEON, COCA-COLA, Johnson & Johnson, Timberland, Heinz as well as cost-effective ERP(Enterprise Resources and Planning) solutions for Small and Medium Businesses enterprises (SME)

SSI provides Customized solutions to the clients existing IT systems by upgrading, SSI helps clients in Project planning, development, Management and implementation by providing following Information technology (IT) services. SSI follows specific methodology that can suit to client’s needs and demand of the technology-

<ul style="list-style-type: none"> <li>Technology and Cybersecurity - Strategy, Consulting and Implementation</li> </ul>	<ul style="list-style-type: none"> <li>Business Intelligent &amp; Planning</li> </ul>
<ul style="list-style-type: none"> <li>Blockchain, Cloud &amp; Mobile Development</li> </ul>	<ul style="list-style-type: none"> <li>ERP (Enterprise Resource planning) -SAP, Oracle</li> </ul>
<ul style="list-style-type: none"> <li>SAP HANA, Tera Data, Business Object</li> </ul>	<ul style="list-style-type: none"> <li>CRM (Customer relationship Management) – Salesforce, SAP</li> </ul>
<ul style="list-style-type: none"> <li>Analytics (Sales, Purchasing, financial, Profitability, Marketing, HR)</li> </ul>	<ul style="list-style-type: none"> <li>Enterprise Cybersecurity solution</li> </ul>
<ul style="list-style-type: none"> <li>Business Processes (Order to Cash, Procure to Pay, Forecast to Finish, HR)</li> </ul>	<ul style="list-style-type: none"> <li>Web Development</li> </ul>

We are preferred vendor with J & J, Coca-Cola, Raytheon, etc.

Sweta Systems Inc.(SSI) few accomplishments:

- Recognized and awarded as one of the 50 fastest minority and women’s owned business (\$5.3 million revenue) in 2009 by WPO (Women’s presidents Organization)  
Proven record of Success-Got an award as one of the Top50 fastest growing women’s owned business in 2009 by WPO organization. See the article:  
[http://s.wsj.net/public/resources/documents/st\\_sbwomen0422\\_20100422.html](http://s.wsj.net/public/resources/documents/st_sbwomen0422_20100422.html)  
(April 22, 2010) -- WSJ Online: Sweta Systems, Inc.(SSI) ranked #42
- Implemented world’s 1<sup>st</sup> SAP- BW project at Colgate-Palmolive.
- Implemented PRISM project using SAP Business Intelligence technology (SAP-BI technology) at Raytheon.
- Implemented migration of Coca-Cola’s Legacy data warehouse systems to SAP- BW (Business warehouse).
- Implemented CRM and Data warehouse/BI solution at Vistakon (division of J & J)

Contact: Priti Parikh- 978-790-4860 , priti@swetasys.com



**CORPORATE OFFICE - MESA, ARIZONA**  
[www.trooperusa.com](http://www.trooperusa.com)

**REGIONAL OFFICE - HOUSTON, TEXAS**  
NAICS: 561720 & 561320

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### ***COMPANY OVERVIEW:***

Trooper USA is a Certified Minority & Veteran Owned Commercial Janitorial Company. Over One Hundred and Twenty-Four Years of Management Experience in Providing Professional Custodial and Floor Care Services to small and large companies including but Not Limited to:

- Office Environments
  - International Airports
  - Nuclear Power Plants
  - Cleanroom Environments
  - Schools & Universities
  - High Tech Environments
  - Manufacturing Facilities
  - Medical & Dental Facilities
  - Energy Facilities & Environments
  - Rental Car Industry
- 

### ***AREAS OF EXPERTISE:***

Specializing in all types of carpet care, floor maintenance and rejuvenation. Including added value services such as, Pressure Washing, Interior & Exterior Window Washing, Light Maintenance, Painting, Light Bulb Changing and A/C Filter Changing

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### ***COMPREHENSIVE HIRING PROCEDURES:***

- E-Verify – Established by the Department of Home Land Security
- I-9 Documentation
- Fully Complaint with Local and Federal Laws
- Background Checks performed on all Employees
- We W-2 all Employees, therefore, there are no Social or Tax Risks to our Customers

### ***BI-WEEKLY EMPLOYEE COMPENSATION***

- Direct Deposit
  - We partner with Journey Payroll to ensure accurate and timely Disbursements of Employee Pay Checks and local and Federal Taxes
- 

### ***STRATEGIC PARTNERSHIPS – SUPPLIERS***

- We Partner with our Equipment and Consumable Suppliers and require that they support our Training Programs on all Purchased Equipment and Cleaning Chemicals.
- 

### ***REPORTING***

- Key Performance Indicators: Set Quantitative Goals and Expectations
  - Quarterly Business Reviews
  - Set Goals for the Next 3 – 12 Months
-

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## COMPREHENSIVE TRAINING PROGRAM

- Associate Training
- Management Program
- Project Staff Training
- Detailed Safety Training

## JANITORIAL INSPECTIONS

- Inspections Based on Scope of Work
- Customized Rating Indicators
- Picture Attachments

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## COMPANY RESOURCES

- Financial Strength
- Leadership Structure
- Experienced Senior Management Team
- Training Programs

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## CERTIFICATIONS AND PROFESSIONAL MEMBERSHIPS

- Houston Minority Supplier Development Council
- National Minority Supplier Development Council
- Pacific Southwest Minority Supplier Development Council
- Southwest Minority Supplier Development Council
- Dallas/Fort Worth Minority Supplier Development Council
- Associated Minority Contractors of Arizona
- National Veterans Business Development Council
- SAM Registered
- DUNS number available



Jesse Villarreal, Owner & CEO  
3707 East Southern Avenue, Suite 2003 | Mesa, AZ 85206  
Mobile: (713) 384-4589 | Fax: (480) 807-4447  
[jvillarreal@trooperusa.com](mailto:jvillarreal@trooperusa.com) | [www.trooperusa.com](http://www.trooperusa.com)



## EMBRACING THE FUTURE

At Viable, we are casting off the traditional recruiting model and embracing cutting edge recruiting tactics and technology that allows employers to simultaneously reduce cost while shortening the time it takes to hire quality workers. The standard "just place ads" model doesn't work anymore. Working to stay engaged with employees after the recruiting and hiring process has become just as important. Here at Viable Staffing we understand that and continuously work to improve our process based on these principals.

### Areas of Expertise

- Temporary Staffing
- Temp-to-hire
- Direct hire
- Contract
- Project
- Gigs
- Payroll services
- Job training
- Job board

### Industries Served

- Supply chain management
- Logistics
- Warehouse
- Consumer goods
- Food production
- Transportation
- Manufacturing

**The Job Connection Experts**  
Post job openings in our new app



**Greg L Johnson**  
Viable Staffing Solutions

1327 N. Dysart Rd. Ste. B  
Avondale, AZ 85323

Office: 602.283.3770  
Cell: 602.300.0708

### NAICS:

- 561320: Temporary Help Services
- 511210: Software Publishers
- 541214: Payroll Services
- 624310: Vocational Rehabilitation Services
- 561311: Employment Placement Agencies
- 541612: Human Resources Consulting Services
- 541890: Other Services Related to Advertising

Tax ID:  
473597575

DUNS#  
09-265-2272

602.283.3770

VSSJOBS.COM

## CERTIFICATIONS





**FOR MORE INFORMATION VISIT [PSWMSDC.ORG](http://PSWMSDC.ORG)**