



# ODEO

## DIVERSITY BUSINESS NEWSLETTER



Diversity Business Quarterly Newsletter

| <http://odeo.ri.gov/>

| Issue # 4, October — December 2017

R.I. Department of Administration | Office of Diversity, Equity and Opportunity

### Creating the Conditions for Minority Women Entrepreneurs to Succeed

(Excerpt from [www.MBDA.gov](http://www.MBDA.gov))

More and more women of color are starting their own businesses at record numbers, particularly African-American and Hispanic women. While that's encouraging news on the U.S. economic front, it's no secret that many minority women still face unique challenges navigating the ins and outs of entrepreneurship. Perhaps the most difficult challenges include accessing capital and securing significant long-term growth.



Office of Business Development Chief Joann Hill of the Minority Business Development Agency participates in a panel hosted by the Democratic Women's Working Group, called "Creating the Conditions for Minority Women Entrepreneurs to Succeed." The panel — held Sept. 13 at the Rayburn Building in Washington, D.C. — featured representatives from the federal government, community organizations and minority small business owners. (Photo by Dijon Rolle)

"Women now own some 30% of all businesses in the U.S. accounting for 9.4 million firms. African-American women control 14% of these companies or an estimated 1.3 million businesses," said Congresswoman and Democratic Women's Working Group Vice-Chair Brenda Lawrence. "Despite these numbers, minority female entrepreneurs start their ventures with less funding than men, receive less money from private investors and have lack of access to capital and peer and mentorship networks. We need to create an environment where minority women are encouraged to grow their businesses, which generate jobs and economic security in their communities."

Read full article [here](#).

### ETHNIC SPOTLIGHT

## U.S. Hispanic Population Reaches Record 58 Million



Source: U.S. Census Bureau  
June 26, 2017

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*and more...*

# Disaster/Emergency Tips for Small Businesses

(Full article from [www.MBDA.gov](http://www.MBDA.gov))



When disaster strikes, it's only natural to want to protect your family and loved ones. Before disaster strikes, it's very important to safeguard your small business, particularly if it's your main source of income.

## Think about the following questions:

- Do you have insurance if a storm was to destroy business property or equipment?
- Is there an emergency plan for your small business? Does your staff know what to do in an emergency?
- Have you developed a checklist in the event of an emergency or disaster that outlines specific actions to take to protect your business?
- Can you access your business records if they were destroyed?

These types of scenarios can happen at any time. Natural disasters like hurricanes and earthquakes or large-scale emergencies like a health epidemic may have varying degrees of impact on your business operations. No matter what the situation, there are a few necessary steps to take to build your emergency preparedness toolkit.

**Create a readiness kit.** If electricity is no longer available or tap water is not safe to drink, you will need alternatives. Keep a kit in your place of business, and include items such as matches, water bottles, flashlights, batteries, and snacks. **Ready.gov** has a complete list of basic supplies. Remember, the kit you prepare needs to help you survive for more than 48 hours.

**Research and study tips to protect yourself during a natural disaster.** The SBA provides specific information on how to prepare for, earthquakes, wildfires, hurricanes, tornadoes, and floods.

**Develop a communications plan.** In the event of an emergency, your staff will need to know whom to contact and how. Establishing points of contact, a phone tree, or meet up spot in advance will be helpful in disseminating information. Secure backup phones or have a telecommunications system in place. Use social media to keep the public aware you're still in business, and in the process of rebuilding.

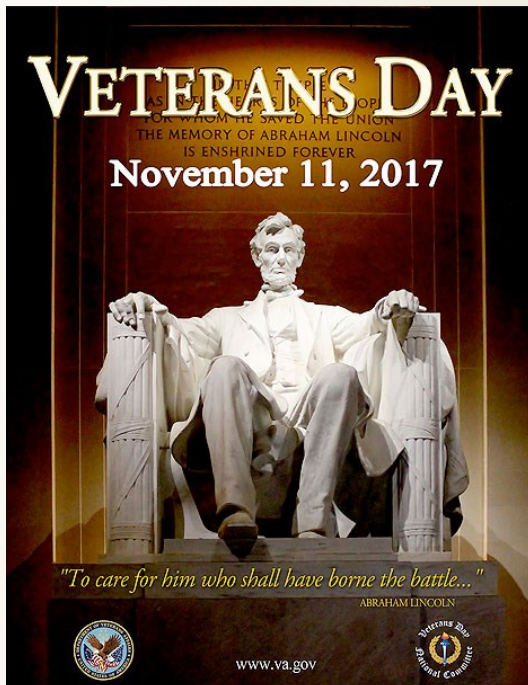
**Anticipate disaster assistance needs.** Think ahead by knowing how much your property and inventory are worth. Are you carrying enough insurance to rebuild after the disaster? If you have disaster losses that aren't covered by insurance, considering applying for an SBA disaster assistance loan. These loans can help businesses of all sizes repair or replace equipment and property that was damaged during the disaster. An SBA disaster loan can also help you cover operating expenses while you recover from the disaster.

Be prepared all-year round by thinking, developing, and communicating a plan to protect your business. Stay safe!

Click [here](#) for more information from MBDA.

## Veterans Day Celebration

(Excerpt from [www.census.gov](http://www.census.gov))



Veterans Day originated as "Armistice Day" on Nov. 11, 1919, the first anniversary marking the end of World War I. Congress passed a resolution in 1926 for an annual observance, and Nov. 11 became a national holiday beginning in 1938. President Dwight D. Eisenhower signed legislation in 1954 to change the name to Veterans Day as a way to honor those who served in all American wars. The day honors military veterans with parades and speeches across the nation and a remembrance ceremony takes place at the Tomb of the Unknowns at Arlington National Cemetery in Arlington, Va. The ceremony honors and thanks all who served in the U.S. armed forces.

Learn more facts about this commemoration at <https://www.census.gov/sroom/facts-for-features/2017/veterans-day.html>

## Governor Raimondo on Rhode Island's New Record Jobs Count



Governor Gina M. Raimondo issued the following statement on the creation of 3,100 new jobs in July, including 600 new jobs in manufacturing:

"Rhode Islanders were hit hard by the recession and have worked hard to regain their economic security. Since January 2015, we've added nearly 17,000 jobs and our unemployment rate has been at or below the national average since the start of this year. Last month, we set another record for the number of jobs in Rhode Island and our labor force has expanded for seven straight months.

"We need to keep building on our momentum and ensure that every Rhode Islander has the skills and job training they need to stay competitive in today's economy. It's not enough that we've recovered all the jobs lost during the recession: we need to strengthen our middle class and rebuild and reinvent our advanced manufacturing industries. That's why we're making investments in Davies Career and Technical High School and working tirelessly to make it easier to do business in Rhode Island."



## HERITAGE CELEBRATIONS

### OCTOBER: ITALIAN-AMERICAN CULTURE AND HERITAGE MONTH



October is Italian-American Culture and Heritage Month. The Office of Diversity, Equity and Opportunity (ODEO) commemorates this occasion and recognizes their legacy and immeasurable contributions to the enrichment of Rhode Island and the United States.

For generations, Italian-Americans have shown love for this country and have succeeded in all areas of our public and economic life, through perseverance and hard work. They have been part of the American fabric, playing an integral role in the diverse cultural community Rhode Island embraces and celebrates.

According to the New England Historical Society: *“nearly one in five Rhode Islanders – 18.9 percent – claim Italian ancestry, making the Ocean State the most Italian in the country”.*

Italian-Americans are proud of their cultural heritage and historical roots. Their legacy in this country is found in every facet of American life, and we honor the sacrifice and vast contributions they have made for the present and future generations.




November is National American Indian Heritage Month. The Office of Diversity, Equity and Opportunity (ODEO) commemorates the Native American Heritage Month and recognizes the significant contributions of Native American-owned businesses to the U.S. economy. Together, we celebrate their rich cultural traditions and roots, and pay tribute to their legacy to American history.

#### **Quick Facts about Native American-Owned Businesses\***

- There are 272,919 Native American-owned firms in the United States.
- Native American-owned firms contribute \$38.8 billion in U.S. economic output and 208,000 jobs per year.
- Native American-owned firms with employees average eight workers and \$1.2 million in annual receipts.
- The industries with the highest average number of employees per firm are depository credit intermediation, nonresidential building construction, and other heavy and civil engineering construction.

Source: [www.mbda.gov/news/blog/2016/11/honoring-2016-national-native-american-heritage-month](http://www.mbda.gov/news/blog/2016/11/honoring-2016-national-native-american-heritage-month).



## Hispanic Americans own more than three million American businesses

Hispanic-owned businesses are the fastest growing businesses in America, starting at a pace 15 times the national average over the last decade.

Source: Minority Business Development Agency

### Hispanic Women Entrepreneurship: Understanding Diversity Among Hispanic Women Entrepreneurs

#### Hispanic Women Entrepreneurship: Understanding Diversity Among Hispanic Women Entrepreneurs

Authors: Susana Martinez-Restrepo, PhD., CoreWoman and Geri Stengel, Ventureneer

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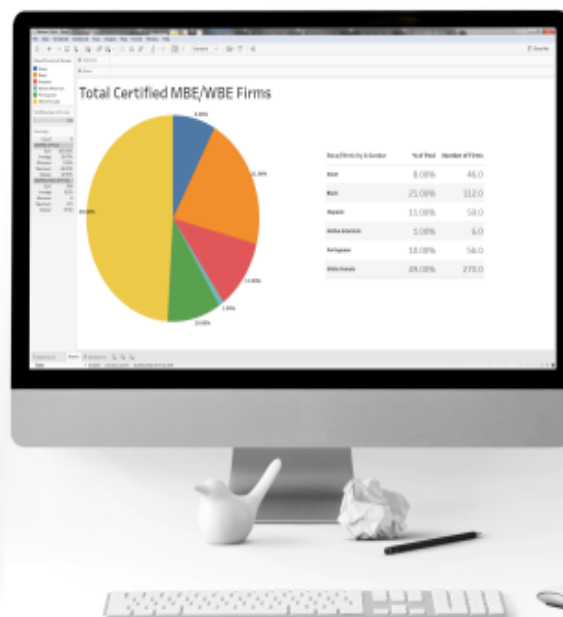
In correlation with National Hispanic Heritage Month (Sept. 15 — Oct. 15), the National Women's Business Council (NWBC) released a new report, titled "[Hispanic Women Entrepreneurship: Understanding Diversity Among Hispanic Women Entrepreneurs](#)," detailing the barriers to success that female Hispanic entrepreneurs face and offering a road map of solutions to help unlock their full economic potential.

To download the report, click [here](#).



## MBECO has new Fiscal Year reports for Minority/Women Business Enterprises

[Click Here to access our online  
data dashboard.](#)



## State Government Employment Opportunity Workshops

Looking to learn more  
about State Jobs and  
the Civil Service Exam ?

[Click Here to register for one of  
our Workshops!](#)

[Odeo.ri.gov/offices/hrod/](http://Odeo.ri.gov/offices/hrod/)



## RI State Police Is Now Recruiting



Rhode Island State Police is currently accepting applications for the 2018 Rhode Island State Police Training Academy, which is expected to commence in June 2018. Applications will be accepted through December 27, 2017 at 11:59 p.m. EST.

For more information about how to apply, visit: [Risp.ri.gov/academy/](http://Risp.ri.gov/academy/)

Col. Ann C. Assumpico, Superintendent of the Rhode Island State Police and Director of the Department of Public Safety, announced on September 27th the start of a recruitment campaign for the 2018 Rhode Island State Police Training Academy.

Colonel Assumpico's top priority since being appointed as Superintendent of State Police has been to recruit and promote a gender and racially diverse mix of men and women who reflect the ethnic and cultural diversity of the communities they serve.

Women and members of minority groups make up nearly a third of those she has promoted so far. This will be the first State Police Training Academy of her tenure and her goal is to have a large pool of highly qualified diverse candidates when the Class of 2018 begins next June.

"There is no magic wand when it comes to increasing diversity among our ranks," Colonel Assumpico said. "However, we believe we now have a better understanding of what works, what doesn't work and what we need to do better. We remain firmly committed to recruiting and retaining a highly-qualified workforce that is diverse, well-educated, physically fit and committed to public service," Colonel Assumpico said.

"These are opportunities, not only to serve in the law enforcement profession, but to serve the community directly in a meaningful way," Office of Diversity, Equity & Opportunity (ODEO) Associate Director Cheryl Burrell. "We need to embrace the talents and diversity that exist in all communities, and that is what today is all about. Governor Raimondo knows the importance of ensuring that our ranks reflect the makeup of our state and is committed to strengthening the ties between law enforcement and our communities through teamwork and appreciation of each other's cultural differences."

*In the photos above: Cheryl Burrell, Associate Director, ODEO, and Colonel Ann C. Assumpico, Superintendent of the Rhode Island State Police.*

*Photos courtesy of Acontecer Latino Newspaper*

## UPCOMING TRAINING

### Attend a Pre-Certification Workshop



Having a minority-owned business certification can help you tap into a multitude of public and private sector programs. It's a great marketing tool you can use to enhance your ability to do business in public markets.

The RI Department of Administration's Office of Diversity, Equity & Opportunity (ODEO) will conduct a **FREE** workshop on Wednesday, November 1, for firms interested in applying for certification as a Minority Business Enterprise (MBE), Women Business Enterprise (WBE), and Disadvantaged Business Enterprise (DBE).

Whether you have already started working on your application or are trying to determine if MBE/WBE/DBE certification will benefit your business, this workshop is right for you.

***This workshop is free. However, registration is required.***

**Register on Eventbrite: <https://www.eventbrite.com/e/odeo-pre-certification-workshop-tickets-38541135574>**

**WHEN:** **Wednesday, November 1, 2017**  
**WHERE:** **RI Indian Council**  
**807 Broad Street, Providence, RI 02907**  
**TIME:** **6:00 PM – 8:00 PM**

#### **SPEAKERS:**

*Dorinda L. Keene, Assistant Administrator  
ODEO/Minority Business Enterprise Compliance Office  
and  
Elvys Ruiz, Chief Program Development,  
ODEO/Supplier Diversity Office*

***For more information or to register, please contact  
Elvys Ruiz at 401-574-8253***



The Diversity Business Newsletter is a quarterly English-Spanish publication of the Office of Diversity, Equity and Opportunity (ODEO).

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[odeo.ri.gov](http://odeo.ri.gov)

#### **Credits**

Photos used in this newsletter are a courtesy of the U.S. Small Business Administration, the Minority Business Development Agency | U.S. Department of Commerce, and the Office of Diversity, Equity and Opportunity (ODEO).