

THE DB MESSENGER

PUBLISHED BY THE DIVERSE BUSINESS SUPPORTIVE SERVICES CENTER AT CHEYNEY UNIVERSITY

VOL. 2 EDITION 1

JANUARY 2017



HAPPY NEW YEAR!

Let 2017 be the year of growth and prosperity for your business! As business owners, it is very common to wear many hats. Therefore, often times we forget about the small details of running a business. However, it is those small details that can lead to bigger and better opportunities.

Below are just a few reminders and tips to start your new year off right. By doing these things at the beginning of the year, you will save time and energy later.

1. Create or update your website: Make sure your website content is the best it can be. Take an objective look at your site to ensure accuracy and professionalism. Think of your web content writing as your sales pitch to clients and customers...would you make a purchase from your website?

2. Social Media: Jump on the social media marketing bandwagon. Depending on your product of service make sure that your company is using the appropriate social media outlet. Not all social media is effective for all types of businesses. If you don't have the time to dedicate to social media marketing yourself, you might want to consider hiring a social media management company or intern to step in. Think about the ROI.

3. Marketing materials: In addition to social media, it is equally important to make sure that you have great looking marketing material. Business cards, post cards, capability statements should all reflect your business and your brand. Make them stand out. Be creative. Become your own PR agency!

Sincerely,
Kenyon Holley

DB FACTS

A Diverse business is a business that is at least 51% owned by one or more of the following entities: women, minorities, veterans & disabled veterans.

The benefits of becoming a certified DB include increased business visibility, maximized potential for contracting opportunities, and partnering opportunities with other DB firms on PennDOT projects.

DB SSC offers FREE services including onsite assistance, networking events, ECMS training, business partner registration assistance and notification of contracting opportunities.

UPCOMING EVENTS

Getting Ready for Primetime DBE/DB
Networking Event

January 18, 2016 | 9 am – 12 pm

[PennDOT District 5-0 Rooms 102, 103, 104](#)

Email penndbe@cheyney.edu for registration forms.

DB OPPORTUNITIES

Amtrak RFP for Key Property Adjacent to 30th
Street Station ([see page 2](#))

Luzerne County Transportation Authority RFP
for Transit Advertising Program

Due: [January 18, 2017 at noon](#)

[Click here to access the RFP](#)

The City of Philadelphia's Procurement
Department is now accepting bids electronically
– Register now with PHLContracts [HERE](#)

Plenary Walsh Keystone Partners Rapid Bridge
Project Letting Dates

[January 19, 2017](#)

[Click Here for More Information](#)

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News Release



FOR IMMEDIATE RELEASE
Nov. 15, 2016

ATK-16-076
Contact: Craig Schulz
212.630.6933
Craig.Schulz@amtrak.com

AMTRAK SEEKS DEVELOPMENT PARTNERS FOR KEY PROPERTY ADJACENT TO 30TH STREET STATION Request for Proposals marks progress in implementation of District Plan

PHILADELPHIA – Following the launch of the 30th Street Station District Plan earlier this year, Amtrak has engaged Newmark Grubb Knight Frank to issue a Request for Proposals (“RFP”) for the long term lease and development of property adjacent to its third busiest station.

Located at the corner of 30th Street and John F. Kennedy Boulevard, the property includes a roughly 32,500 square foot tract of land and associated air rights. The property is zoned to allow for a wide range of institutional, commercial, office and residential uses. Additional information is available by contacting Jennifer Schwartzmann (203-531-3621) or Sid Smith (215-320-4511) directly.

“Amtrak is eager to engage the development community in this exciting opportunity,” said Rina Cutler, Senior Director for Major Station Planning. “This RFP is just the beginning of a series of projects outlined in the District Plan that together have the potential to transform the area surrounding 30th Street Station and the rest of Philadelphia.”

The District Plan is a comprehensive vision for the future of the area surrounding 30th Street Station in the year 2050 and beyond. In the near term, Amtrak and its partners are strategically advancing key projects to activate all four sides of the station and build a foundation for future growth and development.

The Plan ultimately envisions forty new acres of open space and 18 million square feet of new development, including an entirely new mixed-use neighborhood anchoring the District atop 88 acres of rail yards along the western bank of the Schuylkill River. With a proposed \$2 billion investment in roads, utilities, parks, bridges, and extension of transit services, the Plan has the potential to unlock \$4.5 billion in private real estate investment with robust and widespread economic benefits. An estimated \$3.8 billion in City and State taxes and 40,000 new jobs would be created.

- more -

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GET SOME FACE TIME

**THIRD WEDNESDAY OF EACH MONTH
10:00 A.M. TO NOON**

If you're interested in SBA's 8(a), HUB-Zone & Women-Owned certification programs, you'll want to join us on the third Wednesday of each month for a **FREE** hands-on workshop with our team of specialists. They'll review the requirements and application process in this monthly, face-to-face session.

Location: 411 Seventh Avenue
Suite 1450
Pittsburgh, PA 15219

To reserve your slot, contact the SBA Pittsburgh District Office
412-395-6560



Meet us face-to-face on these dates:

Nov. 16
Dec. 21
Jan. 18
Feb. 15
March 15
April 19
May 17
June 21
July 19
Aug. 16
Sept. 20

On the go?

No problem.

**You now can receive SBA
Pittsburgh updates 24/7**

If you want email updates from the SBA Pittsburgh District Office, just text SBA to GOV311 (that's 468311).

Within moments, you'll receive a response from SBA with a subscription link. It's that easy

Questions: Contact the SBA Pittsburgh District Office
412-395-6560 x103



SBA
U.S. Small Business Administration















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Pennsylvania RBR Bridge Letting Dates on 1/19/2017

ID	LOCATION	DISTRICT	COUNTY	DETAILS
● #029	YARNELL	2	Centre	
● #125	VILLAGE OF HILLSGROVE	3	Sullivan	
● #127	4 MI SE OF FORKSVILLE	3	Tioga	
● #227	2 Mi.N.E. of Biglerville Bridge	8	Adams	
● #228	Village of Table Rock Bridge	8	Adams	
● #233	1/4 MI.N. OF Bendersville Bridge	8	Adams	
● #234	Aspers Bridge	8	Adams	
● #254	LEAMAN PLACE	8	Lancaster	
● #256	1 MI. W. OF CAIN	8	Lancaster	
● #288	GREEN PARK	8	Perry	
● #484	WHARTON TOWNSHIP	12	Fayette	
● #485	SPRINGFIELD TOWNSHIP	12	Fayette	
● #486	SPRINGFIELD TOWNSHIP	12	Fayette	
● #487	SALTICK TOWNSHIP	12	Fayette	

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HOW TO BECOME A CERTIFIED DB

CERTIFYING ORGANIZATIONS

- ✦ [National Minority Supplier Dev. Council](#)
- ✦ [Women's Business Enterprise Council](#)
- ✦ [Small Business Administration](#)
- ✦ [Department of Veteran Affairs](#)
- ✦ [Pennsylvania Unified Certification Program](#)

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Services Center](#)



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BUSINESS TIPS

5 Keys for Retaining Top Employees: Solving Turnover Challenges

Published by: [PayScale](#)

- PAY
- Flexibility
- Respect
- Interesting Work
- Autonomy

To view the article, click on the title above.