



Center for Minority Business Development Help to Develop a Super Star



Pictured: Ural Payton visits CMBD

Ural Payton opened the door to his success when he decided to team up with the Center for Minority Business Development (CMBD). Payton was born and raised in New Orleans and comes from a family of four. While working at a local grocery store Payton received numerous telephone calls from his father, Ural Payton, Sr. who had relocated to Prince George's County, encouraging him to consider the HVAC profession and to join him in Maryland. He believed HVAC would be a good fit for his son. However, Payton was not sure this would be a good move for him because he was use to the city's cultural hub and the community where residents take the time to reminisce with neighbors about times gone by and to welcome visitors in the streets.

Overtime, with much deliberation, reading between the lines, listening to his intuition, taking his father's advice, and following his passion, subsequently created the desire for Payton to look beyond what he had always known and open his mind to greater opportunities and to entrepreneurial pursuits.

In 1992, Ural Payton migrated to Prince George's County to pursue a new career

and change. When he arrived, he immediately enrolled in the United Association Mechanical Trades Program (UAMTP) with Steam Fitters Local 602 with the ambition to one day become a small business owner. The UAMTP offers a \$25,000, five year program with all fees paid for minorities, as long as they complete the program. "I was lucky to be selected as a minority participant," said Ural Payton. "I would never have had this opportunity back home because of the lack of resources available for minorities."

In February 2007, Payton started his company, Horizon Mechanical Services, LLC. It was by chance that he stumbled upon the Center for Minority Business Development in 2010. He quickly realized they had just what he was looking for, a program that would enhance and develop his skills in the areas of human resource, marketing, business development and financial management.

"Since becoming a part of the CMBD Accelerator Program I found out there were so many things that I didn't have in place that I needed in order to reach my potential" said Payton.

"One of the most valuable tools I have acquired that I believe has placed me in a marketable position is putting together a capability statement that sells, and how to market to government agencies and general contractors." In addition, Payton learned that his financial statement lacked tailoring to his trade. "I had to learn how to tailor my financial statement to

meet required standards" said Payton.

Recently Horizon Mechanical Services, LLC landed a HUD-Task Order at the seventh street headquarters location, and has drawn over \$120,000. That amount is steadily growing. Most recent, Horizon Mechanical was awarded a contract with Montgomery County Government for \$178,000, collaborating with local General Contractors.

When asked about his future, Payton says, "Over the next two years, I want to grow from two employees to seven employees grossing \$3 million dollars a year, and after that, the sky is the limit." Ural Payton, Sr. says, "I'm very proud of my son and his accomplishments. He is a hard worker. He listens and takes advice which ultimately has placed him where he is today."

BlogTalk Radio



Join us on BlogTalk Radio every Friday at 12:00PM as Dennis June, and Carl conduct interviews with selected guests and callers empowering listeners with compelling information. Log on to Facebook (Center for Minority Business Development) to listen.

CMBD Announces Accelerator Program Cohort III Participants

Orientation for the Center for Minority Business Development's (CMBD) third group of participants was held on January 14, 2011. Since the doors opened in June 2009, CMBD has enrolled a total of 30 minority-owned businesses into the program.

The newly accepted participants include: Macia Construction, OSC, G-11 Enterprises, Inc., NDB Services, LLC, HTH Technical Agency, Inc., M.A. & Associates, LLC, Estime' Enterprises, Inc., Aries Enterprises, LLC, Spectrum Services, Inc., Rich Moe Enterprises, LLC, and The Elocen Group, LLC. To be considered for the program, applicants must have a majority African-American, Hispanic, Asian, Native American, or female ownership, and must be located in Prince George's County, Maryland.

The members of this cohort will participate in a 12-18 month program targeted to provide intensive capacity building support as well as continuous training and professional development.

Dennis Smith, Director for Technical Assistance says, "The new cohort is comprised of well established businesses and we look forward to establishing a partnership with these businesses in order to build their capacity."

"I want to welcome our 3rd cohort to the CMBD Accelerator program. I am excited about what 2011 has to offer our Accelerator participants. We have an excellent pool of participants that are focused and ready for growth! I am confident that all of our participants will be ready to do work at the National Harbor and in Prince George's County," says June Evans, Program Director for Education and Training.

301 Largo Road
CAT-Suite 135
Largo, MD 20774

Phone: 301-583-5205
E-mail: cmbd@pgcc.edu

We're on the WEB at



**Join us on March 10th
for a Networking
Reception at
The Sunset Room
National Harbor.
To register go to our
website www.cmbd.biz**

CMBD Supports Minority-Owned Business in Prince George's County

The Center for Minority Business Development has established a partnership with yet another minority-owned business in Prince George's County to help facilitate the enhancement of its website utilizing best practice in the world of social media. JBiggins Consulting will work on optimizing our website and implement social media marketing strategies that will increase traffic to our website and visitor conversion. JBiggins Consulting says there are ten things you must do this year to stay in business.

1. Have a website created post 2005 with an optimized search engine
2. Have a blog that syndicates con-

tent in multiple locations each time you make a new posting be it audio, video, or word count.

3. Produce a company Facebook page, exploring the capability of running demographical targeted ad campaigns through your page.
4. Maintain key company documents online utilizing technology such as wikis, Google Docs.
5. Explore other social media realms and possibilities such as dig, LinkedIn, Twitter, and YouTube.
6. Make sure that your marketing material is clear about what you offer and what action you want perspective customers to take.
7. Know what marketing material activities are generating a return

on your investment. Get rid of any that are not.

8. Have a bulletproof data capture system for all incoming inquiries.
9. Revive your de-activated clients -- people you have not heard from in some time.
10. Set up a Google Alert so you are the first to know when mentions of your company, product or service are referenced online.

We are excited and invite you to visit our website and view the new services and information we now have available.

CMBD Accelerator Participant *The Elocen Group, LLC* and CEO Receive Business Excellence Awards

At the 10th Annual 2010 Excellence in Business Award Dinner, Prince George's Chamber of Commerce honored and awarded The Elocen Group, LLC the "2010 Entrepreneurial Business of the Year" and "2010 Business Woman of the Year" awards.

The Elocen Group, LLC joined the third cohort of participants in the CMBD Accelerator program. "It was exciting to watch one of our participants accept this award given by the Chamber," said Carl Brown. "Taking the steps to become part of our program goes to show you that many minority businesses understand that there is always room for improvement."

Fulfilling a lifelong dream, Necole Parker founded The ELOCEN Group, LLC in June 2007, a program management firm providing consulting services for project and construction management, design services, relocation planning, and facilities/event planning.

Necole began her career as a contractor for the federal government working on multiple construction projects. She has grown

her company's sales from roughly \$300,000 dollars in 2007 and 2008, to currently \$6.5 million dollars. Her success comes by way of her adherence to the mantra, "Satisfied customers become satisfied clients for life."

Ms. Parker has demonstrated her ability to compete for and acquire contracts in the local and federal government sectors. Recently, The Elocen Group, LLC was awarded a five (5) year project and construction management contract with the National Science Foundation and two Project Management/Design Services contracts with the U.S. Army Corps of Engineers.



Pictured: Necole Parker, founder and CEO of The Elocen Group, LLC

Entrepreneurial Development Program—2011

Our Entrepreneurial Development Program (EDP) helps entrepreneurs enhance their business management skills through innovative training opportunities. This program provides access to cutting edge educational opportunities, including online training as well as traditional classroom instruction. To sign up for our workshops visit our website at www.cmbd.biz or call us at (301) 583-5205.

2011 Schedule

- February 9— Retention & Reducing Turnover
- March 8— Leveraging Technology for Business Growth
- March 22—Developing Your Price Point
- April 5—Do You Have a Business Plan?
- May 5—How to Do Business with Prince George's County Government and Prince George's County Public Schools.
- May 18—How to Do Business with MNCPPC, Redevelopment Authority and UMC

CMBD Resource Guide

If you are interested in being included in the next guide that will be released in April 2011, call us at 301-583-5244.

CMBD and ABC Association Partnership on Contractor's Academy

The Contractor's Academy is a five-week contractor development program designed to provide small and minority-owned business owners in the construction industry with skills and knowledge to help strengthen their business expertise. In addition, participants learn how to better position their companies, and build long-lasting business relationships that will help their business grow and succeed! The academy runs for five weeks during the month of January and will end in February.

