

Diversity & Human Rights

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focus



EQUAL OPPORTUNITY AND ECONOMIC VIABILITY NEWSLETTER

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Five Focal Points for Business Start-Ups

Starting a business for anyone during challenging economic times is hard. Here are five suggested focal points to help level the playing field:

By Stan Nakano District Director, Utah, U.S. Small Business Administration

Be Innovative – Develop a business model that both meets a need and attracts attention beyond what is already available in the marketplace.

Be Compliant – Bankers, suppliers, landlords, and even consumers are conditioned to expect a business to meet certain standards of conduct and to adhere to accepted business practices.

Be Inclusive – Providing products and services that attract the greatest number of potential customers allows the business to find its most successful niche.

Be Networking –Expand your

professional and personal networking lists to include a wide range of people, ethnicities and cultures – producing more exposure for your business and for you as a business owner.

Be Positively Persistent – One of the secrets to successful marketing is the frequency and intensity of marketing “impressions” directed to the right consumers. The same holds true for most operational aspects of a small business. Consistent follow-through, good communication and timely response garners the respect of all those who deal with you and your business. Over time, such habits produce good results.

Be Innovative
Be Compliant
Be Inclusive
Be Networking
Be Positively Persistent

The U.S. Small Business Administration has specialty programs to assist the underserved, veterans and women with government contracting; SBA’s Resource Partners can assist firms in navigating the myriad government regulations and issues associated with a small business start-

up. The Small Business Development Centers, SCORE Chapters, and Women's Business Centers may all be found through the SBA website at www.sba.gov.

In addition to listing SBA's Resource Partners, SBA.gov contains numerous articles, audio podcasts and video clips designed to help entrepreneurs discover and better understand the crucial aspects of starting and operating a small business. SBA also

maintains a FaceBook page and Twitter account for interested entrepreneurs to stay attuned to the latest information and trends.

Overcoming obstacles is a major consideration for all small business owners. Understanding and addressing obstacles will help small business owners better position themselves and their businesses for sustained success in an increasingly competitive marketplace.

From the Mayor

(Excerpt from ODHR Strategic Plan 2009-2013)

Salt Lake City is a richly diverse and progressive city. Individuals from around the world call Utah's Capital City their home. The expectation of equal opportunity and economic viability provides hope for our residents and contributes to the making of a Great American City. Our City government works hard to protect the rights of all residents and contribute to the welcoming atmosphere of our community. When discrimination appears, the spirit of unity and inclusion is obstructed.

Salt Lake City's Office of Diversity and Human Rights and the Human Rights Commission play an integral role in addressing the diverse needs of our community. Together they identify and analyze human rights and equity issues that confront Salt Lake City residents. The Office and Commission work to offer innovative policy solutions, engage community, and foster hope, and equity and opportunity.

The Salt Lake City Office of Diversity and Human Rights Strategic Plan for 2009-2013 outlines the Office's priorities over the next four years. These priorities include human rights legislation and a continued voice of advocacy for diversity, tolerance, and respect for people in our community without regard to religion, race, color, sexual orientation, gender, status with regard to public assistance, nationality, marital status, age, or disability.

Our diverse community is expanding and so is our responsibility to care for the people who reside in our magnificent city. After reading the following plan I hope you will be confident, as I am, about the future of diversity and human rights in Salt Lake City.



Mayor Ralph Becker



Salt Lake City Department of Airports (SLCDA) Administers a Federal Small Business Assistance Program

By Paul C. Marshall III, Airport Senior Planner

The U.S. Department of Transportation's Disadvantaged Business Enterprise program provides a vehicle for increasing the participation by minority businesses in state and local procurement. Regulations require state and local transportation agencies that receive USDOT financial assistance to establish goals for the participation of Disadvantaged Business Enterprises (DBEs), which are for-profit small business concerns where socially and economically disadvantaged individuals own at least a 51% interest and also control management and daily business operations.

The main objectives of the DBE Program are:

- To ensure that small disadvantaged business enterprises can compete fairly for federally funded transportation-related projects.
- To ensure that only eligible firms participate as DBEs.
- To assist DBE firms in competing outside the DBE Program.

In addition to establishing goals, state and local recipients of USDOT funds (Salt Lake City Department of Airports, Utah Department of Transportation and Utah Transit Authority) also certify the eligibility of DBE firms to participate in USDOT-assisted projects.

Some groups are presumed to be



socially and economically disadvantaged for the purposes of participation in this program. In 1987 Congress added women to the groups presumed to be disadvantaged, which include African Americans, Hispanics, Native Americans, Asian-Pacific and Subcontinent Asian Americans. Other individuals can also qualify as socially and economically disadvantaged on a case-by-case basis.

To be certified as a Disadvantaged Business Enterprise, a firm must be a small business owned and controlled by socially and economically disadvantaged individuals. Certifying agencies make the determinations based upon on-site visits, personal interviews, review of licenses, stock ownership, equipment, bonding capacity, work completed, resumes of principal owners and financial capacity. Salt Lake City's

Attend the Informative Community Event on the Basics of Sexual Harassment, Race Discrimination, and Immigration Law in the Workplace.

By Linh Tran-Layton, UMBA President

The Utah Minority Bar Association ("UMBA"), along with the Utah State Bar, and the S.J. Quinney College of Law, have partnered up with the Mayor's Anti-Discrimination Campaign to host an informative community event to provide information to the community about these ongoing issues. The presenters are Ms. Susan Dunn and Mr. David Littlefield.

Ms. Dunn is founding member of the law firm of Dunn & Dunn, and has extensive experience in employment law. Topics of discussion will include an overview of discrimination laws, "best practices" in developing and implementing diversity programs in the workplace, and a demonstration of "workplace respect" training for employers and employees that addresses the issues of sexual and other forms of discriminatory harassment in the workplace.

Mr. Littlefield is an adjunct professor of law at the S.J. Quinney College of Law, and a founding partner of Littlefield & Peterson. He has specialized in Immigration Law for over 30 years, and has a vast amount of experience in providing representation to individuals and local, national and international business organizations with regard to Immigration matters. With the current issues surrounding Immigration, and with recent passage of the Immigration bills in Utah, this is an important topic that affects the community at large.

You won't want to miss this free seminar that will take place on September 27, 2011 at the Utah State Bar building on 645 South 200 East, Salt Lake City, Utah 84111, from 8:30 - 12:00. A light breakfast will be served. 2.5 CLE credits are pending approval, and for attorneys who want to obtain CLE credit, there will be a nominal fee of \$25.00. Credit cards or checks accepted. Checks payable to: Salt Lake City Corporation and mailed to: Office of the Mayor, 451 South State, PO Box 145474, Salt Lake City, Utah, 84114-5474. Please RSVP by September 22, 2011 to mayor@slcgov.com or call 801-535-7704

Department of Airports is a certifying agency.

To be regarded as economically disadvantaged, an individual must have a personal net worth that does not exceed \$1,300,000 (\$750,000 for concession). To be considered a small business, firms must meet SBA-size criteria for their industries AND have average annual gross receipts not to exceed \$22.41 million. Business size limits for airport concessions are higher.

Roles and Responsibilities of State and Local Transportation Agencies

As recipients of USDOT financial assistance, state and local transportation agencies are responsible for:

- Certifying the eligibility of DBE firms to participate in their DOT-assisted contracts;
- Establishing narrowly tailored goals for the participation of disadvantaged entrepreneurs; and
- Evaluating their DOT-assisted contracts throughout the year and establishing contract-specific DBE subcontracting goals as necessary to achieve the overall goal of the



agency.

Roles and Responsibilities of USDOT

The U.S. Department of Transportation is responsible for:

- Developing the rules and regulations for the national DBE program;
- Providing guidance and conducting oversight to make sure that these rules and regulations are followed by the recipients of DOT funds; and
- Considering appeals from state/local certification decisions.

Small businesses interested in federal contracts managed by SLCDA, UDOT,

"DBEs are for-profit small business concerns where socially and economically disadvantaged individuals own at least a 51% interest and also control management and daily business operations."

UTA are encouraged to contact Paul Marshall (contact information below). Typically firms that participate in the DBE program are construction contractors (varied construction skills at any tier), professional services firms, and airport concessionaires (retail stores, food service firms, rental car firms, and firms that provide services and supplies to the firms at the airport). Firms interested in learning more about the DBE program will be provided a DBE program orientation, a description of the application process and a description of the benefits of being certified. Firms are also instructed in how to identify contracting opportunities with Salt Lake City Corporation and SLCDA.

For more information or an application contact:

Paul Marshall
Salt Lake City Department of Airports

Upcoming Events: September is National Hispanic Heritage Month

See these Links for more information <http://hispanicheritagemonth.gov/>

<http://www.cnn.com/2011/US/studentnews/09/15/activity.hispanic.heritage/>

<http://www.loc.gov/law/help/commemorative-observations/hispanic-heritage.php>

October 11, 2011 is National **Coming Out Day**

Whether you're lesbian, gay, bisexual, transgender or not, be proud of who you are and your support for LGBT equality this Coming Out Day!

<http://www.PinkDotUT.org>

Universal Declaration of Human Rights

Article 29

- 1) Everyone has duties to the community in which alone the free and full development of his personality is possible.
- 2) In the exercise of his rights and freedoms, everyone shall be subject only to such limitations as are determined by law solely for the purpose of securing due recognition and respect for the rights and freedoms of others and of meeting the just requirements of morality, public order and the general welfare in a democratic society.
- 3) These rights and freedoms may in no case be exercised contrary to the purposes and principles of the United Nations.

Universal Declaration of Human Rights,
Article 29

“Immigrants today have great ideas that can change the world. The question is whether they will develop them in the United States or somewhere else. Our immigration system should be designed to encourage talented people to study in the United States and start companies here.”

Austin Goolsbee, Chairman of the Council of Economic Advisers, on the need for comprehensive immigration reform.

DEADLINE EXTENDED!

Basics of Sexual Harassment, Race Discrimination, and Immigration Law *In the Workplace*

Date & Time: Tuesday, September 27, 2011; 9:00-12:00 p.m.,
Registration begins at 8:30 a.m.

Location: Utah State Bar Association
645 South 200 East, 1st floor

Who Should Attend: Small Business Owners, Attorneys, &
Community Leaders

Cost: Free for seminar, \$25 for CLE credit

Credit cards or checks accepted. For credit card payment, call the Mayor's Office at 801-535-7704; for checks, make payable to: "Salt Lake City Corporation" and mail to: Office of the Mayor, 451 South State, Room 306, P.O. Box 145474, Salt Lake City, Utah, 84114-5474.

RSVP: Please email mayor@slcgov.com or call (801) 535-7704

Presentations: David E. Littlefield, Adjunct Professor of Law at the S.J. Quinney College of Law; will present on Immigration Law and the Workplace

Susan B. Dunn, Partner of *Dunn & Dunn, PC*; will present on Sexual Harassment and Racial Discrimination Law

Hosted By The Mayor's Office of Diversity and Human Rights, The Utah Minority Bar Association, and The S.J. Quinney College of Law

* A Light Breakfast will be served



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