

MBE COMPANY PROFILES



ANJU LYNN

President & CEO

Xplor is a marketing and incentive company that provides ways to keep employees, franchise owners and customers engaged and motivated. The company offers travel incentives, annual conference planning, promotion and recruiting campaigns. Clients include Hard Rock International, Sysco Food Service and Smoothie King, and Xplor says it has established itself as the only incentive company in the franchise industry with a marketing plan that helps franchisors grow revenues by keeping their franchisees engaged.

Husband and wife team Anju Lynn, the firm's President/CEO, and Andrew Lynn, its Chief Innovation Officer, started Xplor after working for companies that didn't motivate or reward them for their hard work. "We wanted to create a business that could not only inspire our customers, but would also drive our own internal team to work hard and play hard," Lynn says. Indeed, the Bradenton, Florida-based company's motto is "Work Hard, Play Hard!" Since launching seven years ago, Xplor has taken its clients to more than 15 countries and 40 cities.

"The FSMSDC has given us opportunities to meet, bid and work with Fortune 500 companies we might not have had the chance to pitch to in the past," Lynn says. "It has opened a lot of doors and allowed us access to those companies."

Xplor foresees the incentive industry continuing to boom, buoyed by millennials who are motivated by things other than cash. "The younger generation wants experiences, and that is what we are giving them," Lynn says.

**To learn more about Xplor
visit xplorinc.com or call (800) 507-1297.**



ALAN WOZNIAK

President & CEO

Human beings spend 90% of their time indoors and breath about 3,000 gallons of air a day. Enter Pure Air Control Services, offering indoor air quality solutions to improve the health, comfort and energy efficiency of its clients' buildings. This, in turn, improves the well-being of occupants and the operational bottom line.

"Everyone needs good indoor air quality," says President and CEO Alan Wozniak. "Our fundamental purpose is to provide professional environmental consulting, engineering and evaluation through building diagnostic protocols, laboratory support services and building/HVAC system remediation services."

The company's 43 employees include engineers, building scientists and microbiologists. Three specialized divisions - Building Sciences, Environmental Diagnostics Laboratory and Building Remediation Sciences - work independently or together for clients such as Florida State University, Harvard Medical School and The Walt Disney Company.

Pure Air's innovative and proprietary PURE-Steam Hygienic HVAC/Coil cleaning service helps clients improve building health, thermal comfort and energy efficiency by disinfecting commercial HVAC systems. It is the only Green Clean Institute-certified service of its kind in North America, and the service can be bundled with antimicrobial and anticorrosive coatings that restore aging HVAC equipment and can add 10 or more years to its lifespan. The innovation has helped make the Clearwater, Florida-based company a member of the Inc. 5000 list of fastest-growing companies in America.

**To learn more about Pure Air Control Services
visit pureaircontrols.com or call (1800) 422-7873.**



**ANGELA
VALCARCEL-ROTH**

President & CEO

When Angela Valcarcel-Roth learned that a friend was losing her hearing, she began learning American Sign Language in an effort to support her. Taken in by the deaf community, Valcarcel-Roth learned about deaf culture and perspectives. Ultimately, she founded Kissimmee, Florida-based ASL Services Enterprises. With Valcarcel-Roth as its President and CEO, ASL Services provides sign language interpreting services to facilitate communication between deaf and hearing persons in professional, personal and social situations. The company offers both onsite services, with an interpreter physically present, and virtual services through video connections. Clients include national corporations such as **Apple, The Walt Disney Company, UnitedHealth Group, Norwegian Cruise Line, Oceana and Amway**, as well as regional and local entities, including Dr. Phillips/Broadways Series, SeaWorld Orlando, Florida Hospital and Orlando Regional Medical Center. ASL Services also provides interpretation services for court systems, public school systems and colleges, including Orange County Public Schools and Valencia College. The company's interpreters can also be found at special events such as political rallies, major conferences and concerts.

With approximately 145 staff and between 200 and 300 contracted interpreters, ASL Services offers translations for the deaf, hard of hearing, deaf-blind/low vision and hearing communities in spoken English and Spanish.

FSMSDC's invaluable support to the company has included guidance and supervision in earning Minority Business Enterprise certification, as well as the opportunity to attend the Advanced Management Education program at Northwestern University's Kellogg School of Management. "I will be forever thankful for everything I gained from that training," Valcarcel-Roth says. "FSMSDC continues to be a wealth of information, support, networking and professional development, and its dedicated staff is an inspiration."

**To learn more about ASL Services
visit aslservices.com or call 407-518-7900.**

BOARD OF DIRECTORS



ANTHEA PENNANT

District Director, Supplier Diversity

A recent addition to the FSMSDC board, Anthea Pennant is passionate about creating meaningful career opportunities for those in underserved communities. As the District Director for Supplier Diversity at Broward College, Pennant embraces innovative approaches toward supplier diversity to build the college's capacity to support opportunities for minority-owned and small businesses. She looks forward to using her platform on the Board to understand the expanded impact Broward College can leverage in the diverse community.

During her 20-year career in executive leadership positions, Pennant has used her expertise in management advocacy and partnership development to help strengthen

MEMBER PROFILES



TONJA GRAHAM

Supplier Diversity Specialist

As a Supplier Diversity Specialist at Duke Energy, Tonja Graham works to promote the inclusion of diverse suppliers in the enterprise. Duke Energy is one of the largest energy holding companies in the country, and Forbes magazine named it one of America's Best Employers for Diversity 2018.

Graham has worked at Duke Energy for 20 years. Before joining the supplier diversity team, she worked as a business energy advisor and call center supervisor. She is honored to serve on the FSMSDC board. She prioritizes helping connect MBEs to corporations and connecting supplier diversity peers to each other. **"I enjoy it because I like serving and helping others**



THE COUNCIL'S YEAR

In September of 2017, Hurricane Irma hit the Caribbean and Southern U.S., affecting many of our corporate members and MBEs, as well as the Florida State Minority Supplier Development Council. Massive evacuations, tornadoes, flooding and extended power outages disrupted business for nearly all the companies the Council works with.

As quickly as possible, the FSMCDC set out to help our network of companies recover from Irma's damages. Our staff, many of them dealing with damages or power outages at their own homes, began reaching out to corporate partners and government members to pair them with MBEs who could aid in disaster recovery efforts. We also worked to increase our list of MBEs with related capabilities, and to help MBEs with resources for recovery.

Through the Orlando and Miami Minority Business Development Agency (MBDA) Business Centers, the Council introduced a new Disaster Preparedness & Recovery Program. Consultants at the MBDA Business Centers, which the Council operates, helped minority-owned businesses gain financial and other assistance for disaster recovery, connect with contracting opportunities to help other businesses recover from disasters and develop disaster preparedness plans.

Despite the effects of Hurricane Irma, this year saw Florida's MBEs grow through new partnerships, new clients and a variety of new opportunities. **Among them was FSMCDC Minority Controlled Company MasTec, which became a Fortune 500 company with \$6 billion in annual revenue.** Florida MBEs of all sizes took advantage of opportunities to expand outside the U.S., and 35% of them are doing business internationally.



The FSMCDC continues to foster business development and expansion. The Miami and Orlando MBDA Business Centers continue to deliver business consulting services to minority-owned firms, as well as increasing firms' access to public and private sector contracting opportunities, financing and capital investment. **The centers have helped minority-owned businesses with more than \$370 million in transactions, which led to more than 1,000 new jobs.**

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MBE COMPANY PROFILES



MasTec

JOSÉ MAS
CEO

MASTEC BECOMES A FORTUNE 500 COMPANY

FSMSCD Minority Controlled Company MasTec entered the Fortune 500 list of the United States' largest public companies at No. 428, with \$6 billion in revenues in 2017. The company is the first minority-controlled firm to make the Fortune 500 list. The company just missed making the shortlist in 2017, coming in at No. 502.

MasTec is an international construction company that has been involved in some of the nation's largest infrastructure projects. The company provides engineering, design, construction and maintenance of infrastructure for communications, energy and utility needs. This includes cell tower construction, broadband fiber-optic cable installation, wireline communications construction, technology deployment, oil and natural gas pipeline infrastructure, electrical utility transmission and distribution, conventional and renewable power generation, and other industrial project infrastructure. MasTec is also one of the nation's leading contractors for the construction and engineering of wind farms, solar energy facilities, traditional power generation and alternative fuel power plants. Clients including AT&T, Duke Energy, Comcast, Direct TV, FPL and many others rely on



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crowned
marketing & communications

COURTNEY MCKENZIE NEWELL
President & Chief Creative Officer

As Crowned Marketing & Communications President Courtney McKenzie Newell likes to say, being a "best-kept secret" is not a compliment. "We help our customers get the visibility their companies need to continue growing and serving more of their clients," Newell says. To achieve this for Fortune 1000 companies, government agencies and MBEs, West Palm Beach-based Crowned relies on proprietary technology, real-time analytics, storytelling and multimedia marketing solutions. The company's work has been seen in more than 130 media outlets in 100-plus countries.

Newell founded the company two months after graduating from Florida International University, with \$500 she won in a Miss America pageant. Crowned currently employs three people and expects to expand to 15 by the end of 2019. Clients of the company include the Village of Palm Beach, Engineered Design Services, Integra Advanced Technology Services, Grey Goose and the Tourism Authority of Thailand.

A percentage of every dollar Crowned earns goes back into the community through outreach programs such as teaching young girls how to use the company's 3 Es - Empowerment, Education and Excellence - to change their lives, start or expand businesses and be their best selves.

MBE certification has been a game-changer for the business. "Being part of the FSMCDC has provided me the resources and access to grow my business, hire more people and [have] the education and tools I need to continue expanding," Newell says. "FSMSCD's MBE certification is the one certification, out of the many we have, that has actually led to contracts and business growth. I am forever grateful for organization's leadership, programs and events."

To learn more about Crowned Marketing and Communications visit crownedmc.com or call 561-444-8330.

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