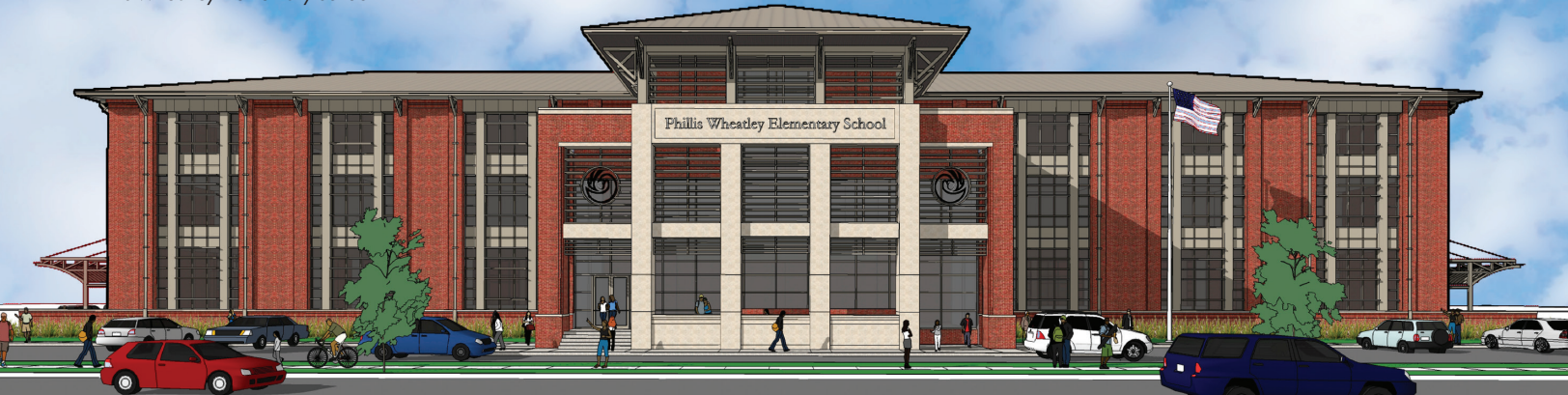


School Construction Industry Connection

Rebuilding Orleans Parish Schools

Schools Rebuilding DBE Newsletter • Volume 2 • Issue 2 • January 2015

Phillis Wheatley Elementary School



School Construction Industry Day Jan. 31, 2015 — “Finish Strong”

The Orleans Parish School Board (OPSB) and the Recovery School District (RSD) will host the 3rd School Construction Industry Day on Saturday, January 31, 2015. The event will take place at Xavier University’s Grand Ballroom (3rd floor of the Student Center, #1 Drexel Drive) and will focus on local and DBE participation on school rebuilding projects.

Themed “Finish Strong”, Industry Day will provide information on upcoming school projects budgeted at just under \$300 million dollars. These projects will bring the school rebuilding effort close to achieving its goal of every child in a quality seat by 2020.

New Orleans based general and DBE contractors are urged to attend. They will have an opportunity to learn more about the projects. Key industry stakeholders and resource providers will also be available.

Projects to be awarded in 2015 are listed below:

- Edna Karr HS @ JoEllen Smith \$55M (New)
- Abrams/Morial \$58M (2 New)
- Avery Alexander \$26M (New)
- John McDonogh \$30M (Full Reno)
- Booker T. Washington \$50M (New)
- Tubman \$17M (Full Reno)

Refurbishments

- Eisenhower \$1.2M
- Allen \$2.5M
- Jackson \$2.5M
- McDonogh #28 \$2.6M
- Village de L’est \$1.9M
- Rosenwald \$1.5M
- Live Oak \$9.6M
- Lafayette \$4.3M
- Douglass Science Labs \$500K
- Fischer \$3.2M
- McDonogh #32 \$3.2M
- Laurel \$7.2M
- Gaudet \$2.9M
- Johnson \$2.2M
- Bauduit \$4.2M
- Marshall TBD
- Bethune ES \$3M (Refurb)
- Bethune-A.P. Tureaud \$1.3M (Waterproofing)
- Nelson \$2.7M (Refurb)
- Kitchens Group 1 \$1M (Various Schools)
- Kitchens Group 2 \$800K (Various Schools)

Contained within this newsletter is information, along with important tips and resources to get you connected.

Making the Connection

The OPSB and RSD are taking additional measures to connect with Disadvantaged Business Enterprises (DBE’s) to increase their participation in the various school projects. Both organizations understand the critical role these companies play in building sustainable communities and want to support their continued growth.

OPSB DBE Monthly Summary

New & Renovations:

DBE Contractors secured subcontractors on 8 projects as of November 30, 2014. The DBE subcontracts value is \$52,546,433 of the \$193,549,360 total of awarded contracts.

Stabilization/Demolition/Mothballing:

DBE Contractors secured subcontractors on 2 projects as of November 30, 2014. The DBE subcontracts value is \$296,520 of the \$902,999 total of awarded contracts.

Total Amount of DBE Contracts

Awarded to Date: \$52,842,953

RSD DBE Monthly Summary

New & Renovations:

DBE Contractors secured subcontracts on 16 projects as of November 30, 2014. The DBE subcontracts value is \$41,110,779 of the \$227,677,077 total of awarded contracts.

Stabilization/Demolition/Mothballing:

DBE Contractors secured subcontracts on 22 projects as of November 30, 2014. The DBE subcontracts value is \$6,731,044 of the \$22,827,776 total of awarded contracts.

Design-Build New:

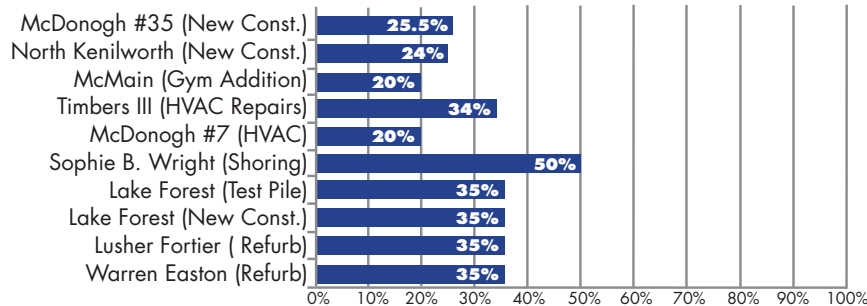
DBE Contractors secured subcontracts on 3 projects as of November 30, 2014. The DBE subcontracts value is \$37,326,581 of the \$109,137,557 total of awarded contracts.

Total Amount of DBE Contracts

Awarded to Date: \$138,011,357

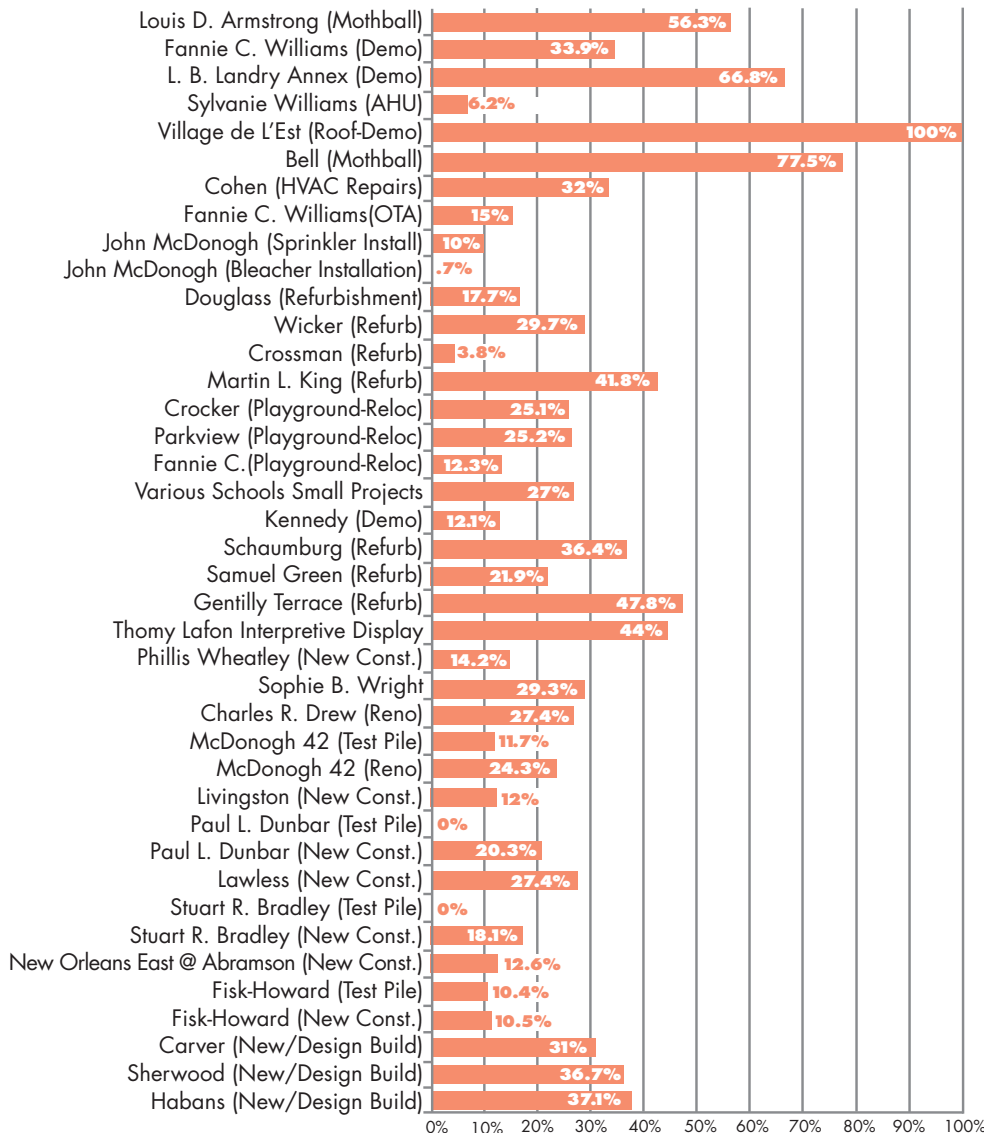


OPSB Percentages of DBE Participation



RSD Percentage of DBE Participation

RECOVERY
School District
Excellence Equity Community



In the two charts displayed to the left, the OPSB and RSD offer information, as of Dec. 2, 2014, pertaining to the percentage of DBE participation in projects completed or under construction.





Danah Malone
Malone Electrical Services



Todd Trosclair
All Star Electric

Malone Electrical Services and the Opportunity for Partnership

Danah Malone describes herself as a “country girl” from rural Mississippi. At an early age, her father moved her to New Orleans with the goal of exposing her to more opportunities. She would later attend Saint Mary’s Academy High School and go on to study at Loyola University where she later transferred to the University of New Orleans. She graduated and received her Bachelors of Science in Business Administration and a minor in Marketing. These skills would later serve her and Malone Electrical in a way that proved to be very beneficial.

Up until 2010, Malone Electrical Services’ primary focus of business had been residential, with only five percent of sales coming from commercial contracts. Danah’s father, Elbred Malone had built his company on the principles of honesty and fairness and had made a reputation of delivering great service. With a decision to retire, he called upon his daughter to move the company forward. Danah’s educational background and work experience in the area of finance proved to be a perfect fit, as she has diligently worked to propel the organization to new heights. Currently, Malone has increased its commercial operation to 60% of its total sales, with the remaining 40% being in residential. The company has grown to a staff of twenty employees and continues to open new positions.

Danah credits a large part of the company’s new growth to her research and pursuit of Disadvantaged Business Enterprise (DBE) contracts and

opportunities. Being a company that has established a good track record and has maintained financial stability, landing new jobs became more practical. These new opportunities include sub-contracts with All Star Electric on Schools Rebuilding Projects at Sherwood Forest and Habans Elementary Schools to install electrical services and two separate electrical supply contracts at Lusher and Sophie B. Wright High Schools.

It is also important to note that Danah’s vast skill-set incorporates a propensity for networking. She spoke with great detail about the need for companies to have examples and guidance for business growth. “We’ve had a lot of challenges. There are many things we have had to learn the hard way, through mistake and error,” said Danah. Despite these obstacles, her desire for improvement and her ability to connect with others led to an opportunity with the Schools Rebuilding Project’s DBE Partnering Model, based on established Mentor – Protégé Programs, which supports developing businesses.

Having received the proper guidance, Malone Electrical Services has recently formed a major business partnership with All Star Electric of Metairie, Louisiana. Founded by Louisiana natives Tim Blanchard and Todd Trosclair, All Star is one of the largest and most respected electrical contractors on the Gulf Coast. Blanchard and Trosclair attribute their company’s solid reputation to a strong dedication to customer service, a constant focus on safety, an undeniable commitment to local communities, and a loyal and

continued on page 4

supportive team. Regarding the partnership with Malone, Todd stated, "This collaboration represents an opportunity for expansion and growth. Our expectation is that working with Danah will allow us to do even more, as we become partners of equal responsibility."

Serving as the Chief Executive Officer, Todd spoke extensively about the company's emphasis and focus on efficiency, systems and investment in technology. Over the past years, All Star has been recognized and has received numerous awards for design, construction, safety and excellence in community service. When asked why he believes such a partnership will work, he credits Danah for having a willingness to listen and a desire to learn, both identified as invaluable. For Danah's part, she values the experience of working closely with the All Star team. She

currently spends three to four days each week working with All Star's accounting, legal, management and estimating departments. She commented, "This has truly been a great experience! The entire staff has been very helpful and supportive."

Thus far, Danah's approach and experience is providing a roadmap for other small companies who desire expansion. Her recommendation is that small enterprises invest more in professional services such as accounting, management and consulting to improve capacity and business operations. Other critical investments would include technology and continued education. With the support of the DBE partnering model and expert knowledge offered by All Star Electric, Danah is forging a new path for small business growth.

Advertisement & Bid Information

Lusher Bridge

- 1ST Advertisement (The Times-Picayune): December 19, 2014
- Pre-Bid Conference: January 2, 2015 ● Bid Date: January 28, 2015 at 2:00 p.m.

Nelson School

- 1ST Advertisement (The Times-Picayune): December 31, 2014
- Pre-Bid Conference: January 15, 2015 at 10:00 a.m. ● Bid Date: February 4, 2015 at 2:00 p.m.

Village de l'Est School Refurbishment

- 1ST Advertisement (The Times-Picayune): December 31, 2014
- Pre-Bid Conference: January 15, 2015 at 10:00 a.m. ● Bid Date: February 4, 2015 at 2:00 p.m.

Avery Alexander School (New PK-8)

- 1st Advertisement (The Times-Picayune): December 31, 2014
- Pre-Bid Conference: January 15, 2015 at 9:00 a.m. ● Bid Date: February 4, 2015 at 2:00 p.m.

Selective Demolition at John McDonogh High School

- 1st Advertisement (The Times-Picayune): January 7, 2015
- Pre-Bid Conference: January 22, 2015 at 9:00 a.m. ● Bid Date: February 11, 2015 at 2:00 p.m.

Remediation Phase II ESA/RECAP Site Evaluation for Booker T. Washington High School

- 1st Advertisement (The Times-Picayune): January 7, 2015
- Pre-Bid Conference: January 22, 2015 at 10:00 a.m. ● Bid Date: February 11, 2015 at 2:00 p.m.

Rosenwald Elementary School Refurbishment

- 1ST Advertisement (The Times-Picayune): January 14, 2015
- Pre-Bid Conference: January 29, 2015 at 10:00 a.m. ● Bid Date: February 18, 2015 at 2:00 p.m.

NOTE: Complete bid advertisement for RSD projects will be available on the Louisiana Procurement and Contract Network (LaPAC - <http://www.prd1.doa.louisiana.gov/OSP/LaPAC/dspBid.cfm?search=department&term=14>) on the first advertisement date listed.

Complete bid advertisement for OPSB projects will be available on the Orleans Parish School Board's website (OPSB.US/SOLICITATION)

Unless otherwise noted, all Pre-Bid Conferences are held at:
Jacobs/CSRS Program Management, 909 Poydras St., Suite 1200, New Orleans LA 70112

A New Beginning Carver Alumnus Prepares the Foundation

Vern Keeler is a focused man who knows what he wants and pursues his business with an inspired team of young 'go-getters.' When asked about how his pursuit of business began, he responded by saying "it's in my DNA." His grandfather was originally a farmer in Mississippi who would use his farm animals during off seasons to support the building of ditches and banks for the railroad. As railroad construction continued to move south, their family would eventually progress to New Orleans. Later, his uncle purchased a dump truck and encouraged Vern's father to do the same in 1967. "I was still in high school and my joy was getting up on Saturday to take runs with my father to purchase dirt and to sell to people for use in their yards. The truck had only one seat and I would use a bucket just to ride along," he remembered while smiling. A few years later in 1972, his father sold the trucks to him and his brother and his business of trucking and construction began.

A graduate of George Washington Carver High School in 1970, Vern holds fond memories of the time spent there. He described himself as an excellent student who would eventually earn early-release during his senior year, as he was ahead of the courses needed for graduation. He also participated in the school's distributed education program and took classes such as bookkeeping and typing. "I was actually a pretty good typist," he admitted. It was this education and overall experience that created a sincere love for Carver. So much so, that as a business owner he would regularly sponsor classes of students participating in the school's Junior Achievement Programs. When the opportunity presented to bid on a project to rebuild his beloved school, he and his team went to work.

Vern Keeler, Jr., and lead estimator Adrian W. Joseph, Sr., described the process as intense.



Left to right: Adrian Joseph, Sr., Vern Keeler, Sr., Vern Keeler, Jr.

"Construction is a very competitive business in the City of New Orleans", said Keeler Jr. "Pre-bid meetings are often filled with many companies competing for these contracts. This reality forced us to find another niche to focus on, which led to the underground drainage." For the Carver project, V. Keeler and Associates are responsible for complete site preparation, including the installation of temporary roads, drainage and site fill. Adrian also commented that working with Broadmoor Construction has been a great experience. He described their front office and field staff as very knowledgeable and supportive during the process.

Meeting with these men reflected an organization committed to creativity, ingenuity, togetherness and hard work. Adrian added, "Mr. Keeler keeps the pressure on." Not a single day went by without us focusing on landing this project at Carver. You could tell that it was important to him." As a team, they share a family bond and consistently push each other to improve. It's this drive and tenacity that comes across visually as we sit in the company's identified "war room," filled with piles of paperwork and family portraits posted on every wall. For Vern Keeler, Sr., this project is special and represents an opportunity to expand. "This ground is a place where I walked, gained knowledge and shared many great memories. To be able to go back there and to be a part of building a high-tech school, like Carver is going to be, is an awesome opportunity!" He also sees it as passing the baton. "Now, I don't have to wear so many hats. Vern Jr., with Adrian along, is building his own team." With the reality of time coming full circle he concluded by saying, "Where I am, this is a great opportunity and a good place to be during this particular point in life." He added "To God be the glory."



Fisk-Howard School Building

Publisher's Corner

This newsletter, "School Construction Industry Connection", is a publication created by the School Rebuilding Disadvantaged Business Enterprise (DBE) Team. The DBE Team meets weekly to review, plan and advocate for DBE and local involvement in rebuilding the public schools of New Orleans.

The newsletter is intended to provide a transparent look at the level of local and DBE involvement in school rebuilding. We will provide updates on DBE involvement in each construction project, information on upcoming construction bids, contact information on resource providers, a feature story on a successful DBE contractor, and commentary on policy initiatives to enhance DBE participation.

The Urban League of Greater New Orleans' Contractors Resource Center (CRC) is available to provide education, training and support for DBE, women-owned and small contracting companies. The intent of the CRC is to increase capacity in these firms, with specific emphasis on the school rebuilding projects in New Orleans.

Visit the center at the Urban League's headquarters at 4640 S. Carrollton Avenue, Suite 250 for assistance, or visit www.urbanleagueneuorleans.org



RECOVERY
School District
Excellence.Equity.Community.

For more information, please contact, Bright Moments, LLC at (504) 592-1800 or e-mail Billr@Brightmomentsnola.com

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