

SWaM Vendor Success Stories

EXPRESSIONS BY DESIGN, INC

Expressions By Design, Inc., is a Woman-owned business, established in 2003 by Elizabeth Johnson to provide apparel with logos, promotional items and awards. The business owner, interested in expanding her business, was referred to a State agency in Richmond by the owner of another SWaM-certified business. The agency's buyer took an active role to ensure the business was qualified and SWaM-certified. The relationship yield positive results with referrals to several other state agencies to include: the counties of Taswell, Rockingham and Princess Anne.

Ms. Johnson said, "We do not look at our designation or status as an entitlement. We are very appreciative that the Commonwealth developed the program that allows us to enter the purchasing area with various state agencies. We now have an opportunity to demonstrate our capabilities to work and collaborate with various entities with state government, to reduce the overall cost, and provide saving across the board. For us and our customer, the SWaM program is a WIN-WIN!"

OLD DOMINION ELECTRICAL SUPPLY

The Virginia Department of Minority Business Enterprise (DMBE) is proud to recognize **Old Dominion Electrical Supply Company**, located in Richmond Virginia, as one of our "SWaM Success Stories".

Old Dominion Electrical Supply is a wholesale/retail distributor of electrical supplies for residential, commercial, military spec and industrial purposes. The company's line of supplies range from wire, cable, flex conduit, conduit fittings, roadway lighting, wiring devices, emergency generators, U.P.S systems, fluorescent lamps, circuit breakers to a complete line of lighting systems. Although the company has been incorporated for 24 years since 1983 and has been SWaM Certified by DMBE for over 14 years since 1993, the company's CEO, Harold Parker Jr., has stated unequivocally that he has seen a "significant jump" in state contracts obtained by his company only recently over the past few years initially beginning after former Governor Warner signed Executive Order 29 (Equal Opportunity in State Procurement) in 2002 and most recently following Governor Kaine's signing of Executive Order 33 (Enhancing Opportunities for Small, Women and Minority-owned businesses) in 2006. In fact, prior to Governor Warner and Governor Kaine's initiatives to help SWaM businesses, Mr. Parker states that his company received "zero state contracts".

Mr. Parker states that DMBE has been extremely helpful to him and he advises all SWaM companies to get certified and he points out that he believes that the key to success for SWaM businesses after they get certified is "follow the advice and instructions of the DMBE staff and your company will definitely see the results". For example, Mr. Parker states that he was advised by Mr. Larry Wright at DMBE to create an online eVA catalog and after he followed Mr. Wright's advice, his company has since picked up several

significant contracts from VDOT and the following Virginia Correctional Centers on an ongoing basis, Sussex 1 & 1 Correctional Center, Powhatan Correctional Center, Coffeewood Correctional Center, Fluvanna Correctional Center and Bland Correctional Center. Mr. Parker states that he is very happy with the results that his company has enjoyed with the state since Governor Kaine began his initiative to help SWaM businesses.

DMBE is proud to recognize Old Dominion Electrical Supply Company, of Richmond, Virginia, as one of our “SWaM Success Stories” and we wish them continued success in the future.

Dated: October 25, 2007