

THE BEST STRUCTURE FOR SMALL BUSINESSES

A sole proprietorship is the simplest and most common structure chosen to start a business. It is an unincorporated business owned and run by one individual with no distinction between the business and the owner. You are entitled to all profits and are responsible for all your business's debts, losses and liabilities.

LLC is an extension of sole proprietorship where many members own the company. Whatever the business earns is the owner's responsibility. LLCs are responsible for their own debts and obligations. Although you can lose the money you have invested in the company, personal assets such as your home and bank account can't be used to collect on business debts. Your personal assets are also protected if an employee, business partner or the business sues for negligence. The LLC's income and expenses pass through to the owners' personal tax returns, and the owners pay personal income tax on any profits.

"If your actions inspire others to dream more, learn more, and become more, you are a leader."
John Quincy Adams, 6th US President

NETWORKING OPPORTUNITY

We encourage you to look for bids using our website [www.shreveportla.gov/138/fair share] or purchasing's website [www.shreveportla.gov/140/Bids/RFPs].

If you bid on a project and do not receive an award notice, please contact the prime to introduce yourself, identify your services, and explain how your company can collaborate/subcontract on the current and future projects.

"Your most unhappy customers are your greatest source of learning."
Bill Gates

SELLING TO THE GOVERNMENT

Purchases under \$30,000 are considered "small purchases" and do not require the government to post them publicly nor do they all require competition. These purchases can be made by obtaining quotes from the community or can be as simple as ordering over the telephone with a credit card to the business of their choice. It's your job to let them know who you are and what you can offer.

Government agencies cannot buy from you if they don't know you are out there! However, there is a "right way" and a "wrong way" to contacting these buyers.

The NWLA Procurement Technical Assistance Center is available to teach you best practices and develop marketing materials specific to government buyers. Please join us Thursday, May 5th at 9am for an instructional course on "How to Market Your Business to Government Agencies". Visit our website at www.nwlaplac.org for details.

**Know your Product better than anyone
Know your Customer
Have a burning desire to Succeed**
Dave Thomas

UPCOMING EVENTS

Fair Share Entrepreneurship On-Line Training
JA Consulting & Tax Solution
Registration ends April 1, 2022

Lunch and Learn April 14, 2022 11:00-1:00 p.m.
River View Hall RSVP Required

Drop the Guns—Hoop Don't Shoot Initiative
July 16, 23, 30, 2022 Time TBA

Lunch & Learn August 2022 Date & Time TBA

**"Success is not final, Failure is not fatal;
it is the courage to continue that counts."**
Winston Churchill

*First Quarter Newsletter Correction: Volume Two January 2022 Issue One



Volume Two

April 2022

Issue Two

NOTE FROM THE MAYOR

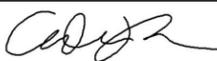
We know that small businesses are key to the success of our economic recovery, and a new report says they account for two-thirds of all new jobs nationwide. They're much of what drives our annual economic growth and allow small business owners and minority entrepreneurs to live the American Dream. That's why I am encouraged to see the Office of Fair Share partnering with Griggs Enterprise Inc. to offer small loans to its clients.

The Office of Fair Share and the Shreveport Police Department are teaming up with SPAR to plan a "Drop the Guns, Hoop Don't Shoot" live basketball and online gaming tournament this summer. With the help of the Shreveport Mavericks professional basketball team and other private and public partnerships, they are hoping to shift the conversation from crime to building strong communities.

Collaboration and innovative solutions are how the Office of Fair Share is making a difference in Shreveport.

"The best preparation for tomorrow is doing your best today."
H. Jackson Brown, Jr.




Mayor Adrian Perkins
City of Shreveport

NOTE FROM THE DIRECTOR

The Fair Share office is here to advocate for and provide tools to assist in the transformation of small businesses to meet the competitive procurement positioning challenge. Positioning is the mental space competing companies target for buying decisions. In order to be seen in this overcrowded marketplace, you must differentiate your company from your competitors.

Positioning can affect the perception of the product or service. Perception is the opinion that is formed through every interaction a customer has had with your company. When you think about positioning success—Coke comes to mind when you need a soft drink ("It's the Real Thing)—AT&T, when you need a phone—MacDonalds, Children's Happy Meal ("I'm Lovin It"), and the list of successful companies that took the time to invest and build a brand goes on.

Remember, you only get a few seconds—one chance to make a first impression. Your success depends on creating a positive customer perception. I challenge you to use your chance wisely, position yourself to be known as an efficient, quality oriented professional. POSITIONING MATTERS.



Lean Wheeler
Fair Share Director

MISSION

Advocate for small, disadvantaged, women and minority-owned businesses to achieve greater access to procurement opportunities, as well as provide resources for business empowerment and growth.

VISION

Provide an accessible system to strengthen the disadvantaged business network and level the playing field for underutilized businesses through engagement and inclusion.

GOAL

To eliminate barriers and enhance economic development in the area through business growth and expansion.

“No matter how brilliant your mind or strategy, if you’re playing a solo game, you’ll always lose out to the team.”
Reid Hoffman

HOW TO BECOME FAIR SHARE CERTIFIED

All businesses interested in becoming Fair Share certified are required to complete an application, provide all supporting documentation (resume, driver’s license, permits, license to do business in the state and city, copy of last three years tax returns, articles of incorporation, balance and income statement, bank signatory letter), details of business residency, and equipment.

Request application in-person/mail:
Fair Share Department 505 Travis St. Ste. 260
Shreveport, LA 71101 or online: www.shreveportla.gov
click Government, Department, Office of Fair Share.

WHEN TO APPLY FOR RECERTIFICATION

All Fair Share clients are required to recertify every three years on or before their anniversary date.
Request application in-person/mail:
Fair Share Department 505 Travis Ste. 260
Shreveport, LA 71101
or online: www.shreveportla.gov
click Government, Department, Office of Fair Share.

For more information, visit the Office of Fair Share at Government Plaza or call 318.673.5017.

HOW TO DO BUSINESS WITH THE CITY OF SHREVEPORT

VENDORS must be up to date on all taxes and revenues due. Please make sure the following are up-to-date:

1. City of Shreveport Business License
2. Property taxes
3. Water bill
4. False alarm bill
5. Status with the Caddo Sales/Use Tax Office (if applicable)
6. Status of Certificate of Occupancy (MPC)
7. Unpaid Permits in the business’ name or at their address.
8. Unpaid Property Standards violations in the business’ name or at their address.

The City of Shreveport’s Office of Fair Share and the Police Department are promoting a **DROP THE GUNS Campaign, HOOP DON’T SHOOT On-line and Live Basketball Tournament July 16, 23, 30, 2022.** We want your support in shifting the attention in our city from violence to safety. This is a perfect opportunity to let the Citizens of Shreveport know we are serious about eliminating the fear of gun violence, assist in the growth and development of neighborhood businesses, and enabling more clients to visit businesses in areas that are dubbed unsafe. Help us reduce gun violence and level the playing field for small businesses.



SHORTCUTS

Fair Share Application
Shreveportla.gov/138

On-line Directory
Shreveportla.gov/141

Bids/RFPs
Shreveportla.gov/140

Vendor Application
Shreveportla.gov/780

“The biggest adventure you can take is to live the life of your dreams.”
Michael Jordan

BULK WASTE

In 2021, the City Council requested that the Public Works Department find assistance in order to accelerate its bulk waste pickup plan. The Department of Public Works began developing a plan, and with the assistance of the Fair Share Department were able to select local contractors that would be helpful in providing the department with the partnerships it was seeking. The selected businesses include Dynamic General Service, LLC, Maeshack Services, LLC, Lathan Construction, Ariel’s Trucking, Jerry Robinson Demolition, M Ford Services and M & P Property Maintenance.

“Always deliver more than expected.”
Larry Page

CONTRACTOR GOOD FAITH EFFORTS

The prime contractors are required to submit proof that good faith efforts have been made to contract with Fair Share Client (FSC) subcontractors.

- Did the contractor check the Fair Share Directory and provide written notice to FSCs that interest in the contract was being solicited?
- Did the contractor follow up to determine interest?
- Did the contractor proportion economically feasible work units to facilitate FSCs participation?
- Did the contractor negotiate in good faith with interested FSCs, not rejecting them as unqualified without sound reasons based on investigation of their capabilities?

FAIR SHARE SPOTLIGHT



Erica Thomas
Owner/CEO



Margaret Thomas
Manager

Ad Pros has done several professional service projects for the City of Shreveport with laudable praise. Erica Thomas is the owner and CEO of Ad Pros Promotion and Advertising Agency Inc. Ms. Thomas provides personal and professional development training, and promotional products.

Submitted by
The Human Resources Department

SHREVEPORT MAVERICKS



Bilaf Richardson, Deandre McIntyre, Paul Parks, Tavin Cummings, Paul Harrison, P. J. Meyers & Larry Robinson III.

The Mavericks are partnering with the Police and Fair Share Departments to assist with the Drop the Guns--Hoop Don’t Shoot Initiative.