



FAIR SHARE MATTERS

GO

FOCUS ON SKILLS

GROW

BUILD CAPACITY

COMPETE

PARTICIPATE & INVEST



Mayor Tom Arceneaux
City of Shreveport

NOTE FROM THE MAYOR

“Build your own dreams, or someone else will hire you to build theirs.” - Farrah Gray

This message is simple: if you do not work on building your dreams, you will work for someone else's. There is no escape from work, and if you are looking to start your own business, know that it will be challenging but can be one of the most exciting, rewarding, and even frightening experiences. After all, you are looking to change not only your life, but the lives of potential customers. You must be prepared. Shreveport's Fair Share Program provides opportunities for interested persons to learn practical, time-tested strategies for building a business—from setting realistic goals to defining the business, doing market research, and refining the business model. The Office of Fair Share offers opportunities for networking and mentoring when clients become a part of the program.

The Fair Share program was instituted in 1999 with a 25% goal for small disadvantaged, women, and minority owned businesses. The vision of Fair Share program is to provide an accessible system to strengthen the disadvantaged business network and level the playing field for underutilized businesses through engagement and inclusion.

NOTE FROM THE DIRECTOR

Don't be afraid to pet a stray cat when you encounter one on the street. This serves as a powerful reminder that even amidst the hustle and bustle of life, there are moments of happiness waiting to present themselves to you. Are you ready for them? Or are you too wrapped up into life's inevitable hardships to seize the day? While the economy has been tough, the prospect of new jobs and opportunities can bring a sense of hope and excitement into the community. Recent news like 50 Cent's G-Unit Studios and Humor & Harmony Festival in Shreveport is a perfect example for us to stop and recognize the positive impact it can have on our city. So, the next time you feel discouraged, look for the stray cat and be reminded that no matter how difficult life gets, there is always great opportunity here for you, abundance, and a reason to smile. Shreveport is on the cusp of change. **“Anyone who stops learning is old, whether at twenty or eighty. Any one who keeps learning stays young. The greatest thing in life is to keep your mind young.” - Henry Ford**



Leon Wheeler
Fair Share Director

FAIR SHARE CORNER

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.

GOAL

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

WEBSITES

Fair Share Application

<https://www.shreveportla.gov/138/Fair-Share>

Online Directory

<https://www.shreveportla.gov/2613/Directory>

Bids/RFPs

<https://www.shreveportla.gov/140/Bids-RFPs>

Vendor Application

<https://www.shreveportla.gov/DocumentCenter/View/20813/06072022---Vendor-Application-Packet-June-2022>



HOW TO BECOME FAIR SHARE CERTIFIED

All businesses interested in becoming Fair Share certified are required to complete an application and provide all supporting documents (resume, driver's license, certificate of occupancy and occupational license, copies of last three years business and personal tax returns, Louisiana Secretary of State Certificate, bank signatory letter, and personal and business net worth statement.

REMEMBER

Owning a business offers a unique career path that allows for creative flexibility and the ability to be your own boss. All business owners need to create a business plan and a budget – over-estimate expenses and underestimate income to be prepared for unexpected costs. Always prioritize your agenda for the day and be persistent. First are urgent items that require immediate attention and are necessary to keep your business up and running. Next are the important tasks that are vital to the business' long-term success but may not need to get done right away. Look at the big picture, the overall success instead of the minor pitfalls – that's what will keep you moving forward.

WHEN TO APPLY FOR RECERTIFICATION

All Fair Share clients are required to recertify every three years on or before their anniversary date. Request an application by email to the Fair Share Department

Quierra.Coleman@shreveportla.gov

FAIR SHARE CORNER

FAIR SHARE TIPS

- To be responsible and/or responsive, contractors and service providers must make good-faith efforts to meet the 25 percent goal. The Fair Share directory must be utilized, and contacts must be documented on Fair Share Form 3 (Contact Sheet).
- Submit FSC Form 2 (Utilization) showing all subcontractors to be used on the contract and any changes.
- FSC Form 4 (Letter of Intent) must be provided and signed by each Fair Share Client along with the scope of work to be performed and price/cost of goods or services to be performed.
- The Letter of Intent (FSC Form 4) must be submitted within 72 hours of the bidder designated as the apparent lowest provider bidder or his/her bid will be declared non-responsive.
- Failure to submit these documents shall make a bid non-responsive and rendered ineligible to receive an award of the contract.
- 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.

Tap In: Social Networking Events & Opportunitites



THE OFFICE OF FAIR SHARE

**COMING
SOON**



**COMING
SOON**



LUNCH & LEARN

September 25, 2024 Riverview Hall
11 a.m. - 1 p.m.



Come Enjoy Food, Fun & Networking

Spaces are limited and will be allocated on a first-come basis

FOR MORE INFORMATION CALL 318. 673.5017



THE UNIVERSITY OF FAIR SHARE

The Office of Fair Share is a rare gem that all business owners in the City of Shreveport should be tapped into. The City of Shreveport has done what most metropolitan cities have yet to do. The Office of Fair Share has partnered with Southern University of Shreveport in offering a six-week business development program. This a rigorous program with the intent of providing information that will assist in knowledge, capacity building, and personal growth.



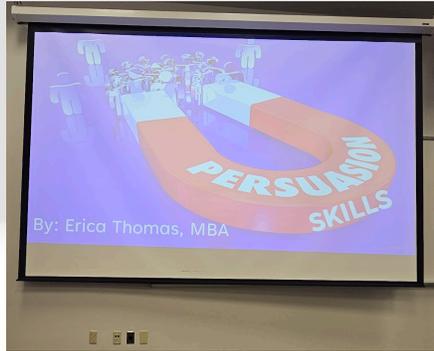
THE UNIVERSITY OF FAIR SHARE

COMING
SOON

2025

THE UNIVERSITY OF FAIR SHARE

Class of 2024



FAIR SHARE SPOTLIGHT

JERICHO STAFFING, LLC

“JERICHO STAFFING. BREAKING BARRIERS. BUILDING SUCCESS.”

Jericho Staffing is committed to eliminating the stigma that exists by providing the necessary training in the orientation phase so that our clients receive more than just a temp, they receive a permanent success story in a formerly vacant position.

Jericho Staffing is also committed to bridging the gap between understaffed employers and unemployed, or underemployed professionals who are ready and willing to be a productive part of the workforce.

What makes Jericho Staffing different from the competitors is our team of professionals who realize there is nothing more crucial to every community than economic stability. Shemika's background shows that her efforts have earned the best customer service ratings in her industry compared to her peers.

Jericho Staffing has worked well within the community with clients such as the City of Shreveport, Red River Revel, Mudbug Madness, Sams Town Casino, Serve Pro, Putman Restoration, McElroy Metal, Sabre Industries Inc, Ternium and many others.

Here at Jericho Staffing we understand business, we understand the economy, and we understand people.



Shemika Caldwell-Owens, CEO
Jericho Staffing, LLC

MEET THE OWNER

Shemika Caldwell-Owens is passionate, dedicated, and exceptionally skilled at building relationships and implementing quality measures that drive client satisfaction. Shemika continuously inspires and coaches quality leadership with her effective communication skills amongst a diverse population.

Over the years, Shemika has upheld many accomplishments such as being nominated for The Athena Awards, 40 under 40, and the African American Chamber of Commerce Award.

Shemika's core values began during her previous stint in corporate America. She realized that there are unique needs among the business community and potential employees in her market; unfortunately those needs weren't being met. This left Shemika to venture out on her own and create a staffing company that would go the extra mile to train candidates, as well as listen to the businesses to know exactly what their needs are.

Shemika Caldwell-Owens is a wife, a mother of 3, the oldest of 5 siblings, and from a small town called Hall Summit, Louisiana. Shemika has a heart of gold and has an amazing ability to connect with people from all walks of life. This has afforded her the highest level of respect within her community.

