



# FAIR SHARE MATTERS

## GO

FOCUS ON SKILLS

## GROW

BUILD CAPACITY

## COMPETE

PARTICIPATE & INVEST



Mayor Tom Arceneaux  
City of Shreveport

### NOTE FROM THE MAYOR

**“Don’t be intimidated by what you don’t know. That can be your greatest strength.” - Sara Blakely**

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

Setting goals is a powerful way to provide direction and purpose in life. Goals help us focus our efforts, measure our progress and stay motivated. By setting specific, measurable, achievable, relevant, and time-bound (SMART) goals, we can create a roadmap that guides our actions and decisions. Whether personal or professional, goals give us a sense of accomplishment and satisfaction as we work towards achieving them.

**“It doesn’t matter where you came from. All that matters is where you’re going.” - Brian Tracey**



Leon Wheeler  
Fair Share Director

# 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

### POWER Lunch!



Power Lunch is a community roundtable event where local voices—leaders, professionals, and residents discuss what matters most.

**SEPT. 17TH 12PM-1PM**

THE OFFICE HUB, LLC  
331 MILAM ST SUITE 200, SHREVEPORT, LA 71101

THE OFFICE OF FAIR SHARE



### LUNCH & LEARN

**"How to Secure the Bag: City of Shreveport & Casino Procurement Process"**

**SEPT. 18, 2025 RIVERVIEW HALL 11AM-1PM**

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 Office of Fair Share Presents

### Meet & GREET



**Tammy Phelps**  
State Representative  
District 5

**Steven Jackson**  
State Representative  
District 2

**Sam Jenkins**  
State Senator  
District 39

**SPEAKERS**  
December 10, 2025  
**6:00PM - 8:00PM**  
Greater Shreveport Chamber of Commerce  
400 Edwards St  
Shreveport, LA 71101  
Come Enjoy Food, Networking & Meet Your Government Officials

# 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 – overestimate 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](mailto:Quierra.Coleman@shreveportla.gov)

# 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

**2026** CLASS TIME: 6PM-8PM

February 5	Managing Risk for Your Business
February 12	Incorporating Health & Wellness in Your Daily Business
February 19	Business Law
February 26	The Art of Networking
March 5	Business Accounting
March 12	Marketing & Branding Your Business



**GRADUATION - MARCH 19 @ 6PM**

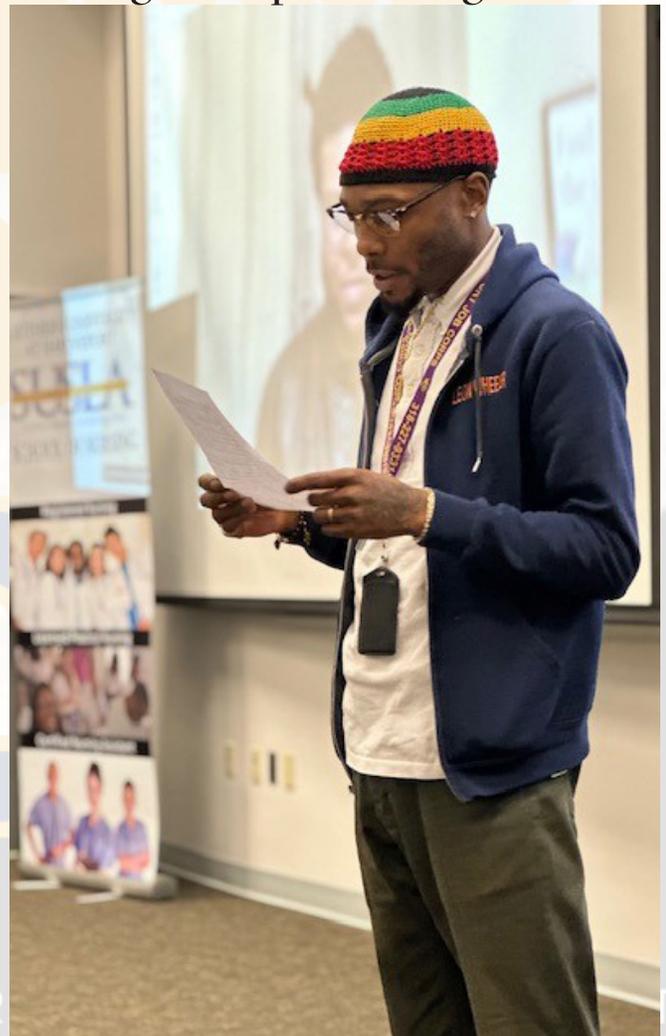
SUSLA Metro Center  
610 Texas St  
Shreveport, LA 71101



[LEARN MORE](#)

Call: 318.673.5017

Email: [Quierra.Coleman@shreveportla.gov](mailto:Quierra.Coleman@shreveportla.gov)



# THE UNIVERSITY OF FAIR SHARE

## Class of 2025



# FAIR SHARE SPOTLIGHT

## SMITH'S LAWN & GROUND SERVICES

**"JUST ASK ABOUT IT, WE'LL SEE ABOUT IT"**

The Smiths are more than just lawn care providers—they're trusted partners in helping homeowners create outdoor spaces they're proud of. With a strong commitment to quality, consistency, and client satisfaction, their approach is guided by timeless values:

- Treating every customer's property like their own
- Always delivering on their word
- Providing dependable, high-quality service
- Listening carefully and tailoring designs to each client's vision
- Leading with integrity in everything they do

From routine mowing to creative landscaping solutions, Smith's Lawn & Ground Services is focused on raising the standard in lawn care. At Smith's Lawn & Ground Services, the mission is clear:

To provide exceptional, affordable, and dependable lawn care and landscaping services that transform outdoor spaces into beautiful, healthy, and welcoming environments.



Jeremy & Tiara Smith, Owners & Operators  
Smith's Lawn & Ground Services, LLC

## MEET THE OWNERS

Meet Jeremy and Tiara Smith, the passionate husband-and-wife duo behind Smith's Lawn & Ground Services LLC, proudly serving the Shreveport-Bossier community since 2021. What began as a shared dream has blossomed into a thriving business rooted in faith, family, and a love for the land. The Smiths don't just work in the community—they serve it wholeheartedly. They proudly partnered with the Love My Neighborhood initiative, volunteering their time and expertise to revitalize lawns for senior citizens and veterans. To Jeremy and Tiara, service is more than a job—it's a calling.

*"We want our children to see that they can pursue their dreams—and that giving back is part of achieving greatness."*



# FAIR SHARE SPOTLIGHT

## SUDDS HEATING AND COOLING

**“WE ARE NOT COMFORTABLE UNTIL YOU ARE”**

Founded in 2018, Sudds Heating and Cooling LLC is a trusted name in residential and commercial HVAC services throughout Shreveport-Bossier and surrounding areas. Known for its prompt, affordable, and high-quality service, the company offers HVAC installation, repair, and maintenance with a strong focus on customer satisfaction.

Sudds Heating and Cooling is licensed, insured, and Better Business Bureau accredited. They provide free estimates, same-day service, and even after-hour emergency support, making them a go-to solution for both homeowners and local businesses.

The company has proudly served clients like Hall Builders Inc., PHD Homes LLC, and BJA Investment Group—building a reputation for dependable results and excellence in service delivery.

Website: [www.suddsheatingandcooling.com](http://www.suddsheatingandcooling.com)  
Phone: (318) 918-8207  
Email: [suddshvac@yahoo.com](mailto:suddshvac@yahoo.com)



Carlos Sudds, Owner

Sudds Heating and Cooling, LLC

## MEET THE OWNER

Carlos Sudds is the founder and operator of Sudds Heating and Cooling LLC. With a hands-on approach and a deep commitment to community, Carlos has grown his company through reliable work and personal integrity.

His goal is simple: to provide HVAC services that go beyond expectations, ensuring every customer feels comfortable and cared for—no matter the season.

Carlos brings not only technical expertise but a passion for quality service that reflects in every job his team completes.

A banner for Sudds Heating and Cooling. It features icons for various services: a plug for "SYSTEM INSTALLATION", a dollar sign for "AC REPAIR", a heat pump for "HEAT PUMP REPAIR", and a duct for "DUCT CLEANING AND REPAIR". Below these icons is a large blue button that says "GET A FREE QUOTE TODAY!". At the bottom of the banner, there is a red bar with a phone icon and the number "318.918.8207" and an envelope icon with the website "SUDDSHEATINGANDCOOLING.COM".



# WANT TO BE FEATURED IN OUR NEXT ISSUE?

Attending a Fair Share event? We'd love to highlight you!  
Just snap a few photos while you're there and share them on your social media using  
the hashtag #FairShareSHV for a chance to be featured in an upcoming edition of  
our newsletter!

