

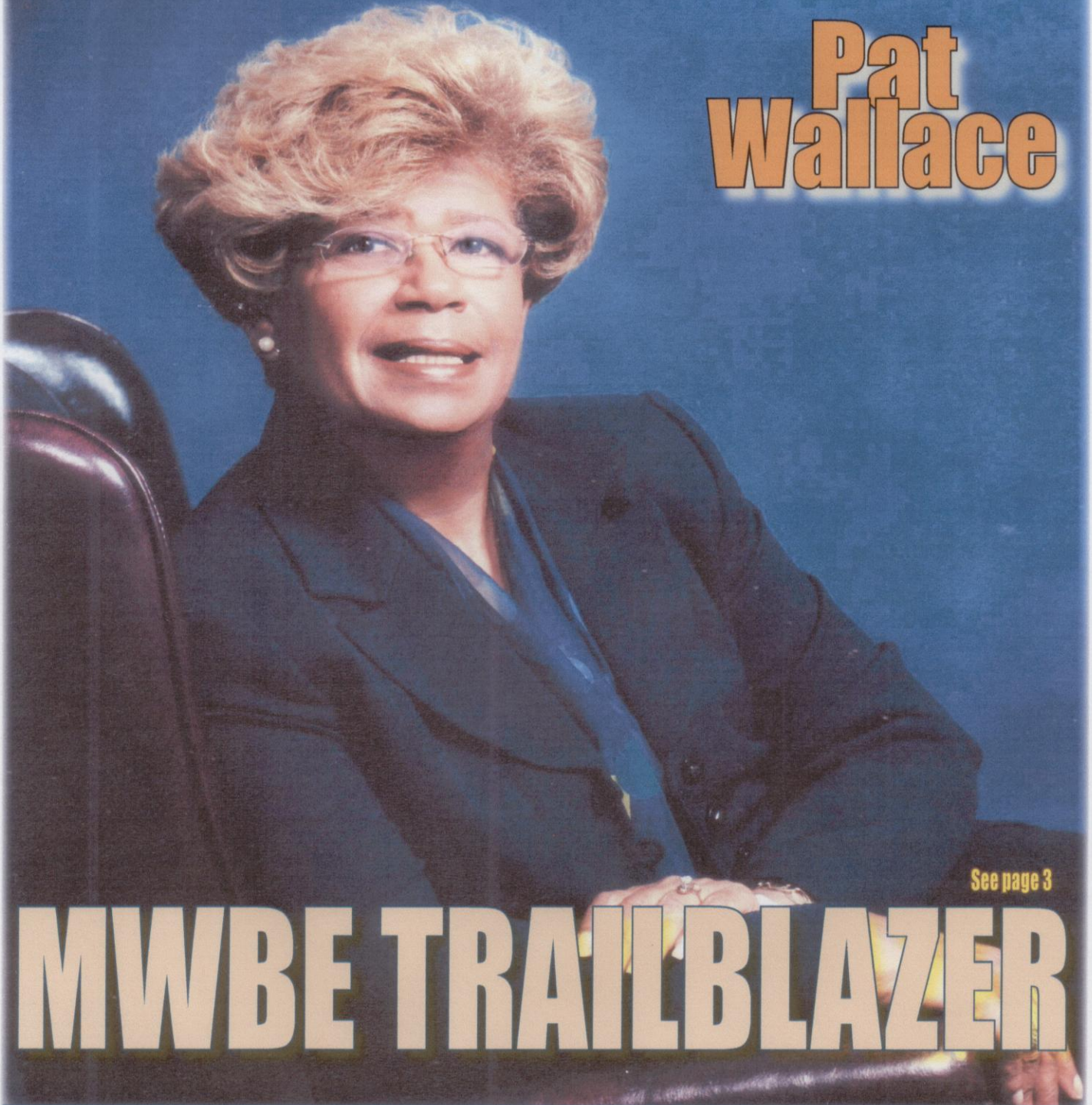
THE ORLANDO

May 15, 2009

# ADVOCATE

*35 years in the trenches...*

**Pat  
Wallace**



See page 3

# MWBE TRAILBLAZER

[orlandoadvocate.com](http://orlandoadvocate.com)

# Pat Wallace

When it comes to minority and women owned business development, she wrote the book more than 35 years ago. Today, Wallace Wallace brings her energy and experience to Venues.



**Y**ou may not know who Pat Wallace is, but if you're a business owner – particularly a minority or woman business owner – you've probably benefited from her nearly four decades of experience.

As President and CEO of P.A. Wallace & Associates, Wallace works with the City of Orlando's Venues Project Office and URS, the Owner's Representative, to make sure that all contractor and workforce Minority/ Women Business Enterprise (MWBE) compliance provisions are met. As Janeiro Coulter, Special Projects Manager for Orlando's Venues Office says, "Wallace wrote the book on MWBE."

As the first Minority/Women Owned Business Enterprise Director for Erie County in upstate New York, Wallace wrote the first MWBE legislation that covered all areas of procurement and compliance, from construction supplies to professional services. This landmark legislation became the framework for other government and private businesses to model.

Wallace's trailblazing business efforts and her exceptional managerial skills caught the eye of the CEO of a national general construction company, who promptly put her in charge of the company's minority business development and contract compliance nationwide. Wallace also wanted to branch out into risk management, earning her professional designation in that area.

"I wanted to expand my knowledge," said Wallace. She became licensed as an insurance agent for property and causality insurance. Her expertise, particularly in construction and government, is the experience behind her company's Owner Controlled Insurance Program products and bonding services in addition to the MWBE division. Insurance and bonding, according to Wallace, are two unnecessary barriers for small and/or minority businesses.

"Many of the larger contractors won't hire subcontractors to work on projects over certain amounts unless they can provide bond," explained Wallace. "It's not expensive to get bonded, and you may include the cost as part of your bid, just like steel, just like any other viable business expense. But a lot of subcontractors don't realize that, and it can hold them back from getting a contract or from getting bigger contracts. We can help."

In her capacity as the MWBE contract compliance specialist, Wallace and her staff have been working on the minority business and workforce compliance issues on the new Events Center. Wallace is pleased that the contractor and workforce provisions for women and minorities are exceeding the City's requirements.

Orlando's BLUEPRINT requires that 18 percent of the work must go to minority-owned firms, and 6 percent to those owned by women. As of January 31, 2009, of the \$229 million in contracts awarded for design and construction of the Orlando Events Center, more than \$60.5 million, or 25.6 percent, has gone to minority-owned firms. Another \$12.4 million, or 5.4 percent of the total, has gone to women-owned businesses.

"The BLUEPRINT Employment office has recently made significant changes to increase the workforce to include more Parramore residents," said Wallace. "We're starting to see a positive effect from those changes." These changes include direct management of the BLUEPRINT Employment office by Coulter and a re-doubling of the Events Center's efforts to encourage contractors to post available jobs with the office.

"Our goal is to make sure that Parramore residents have the opportunity to attain sustainable jobs, regardless of past criminal history or being homeless," said Coulter.

Wallace runs Wallace & Associates with her son, Edward. She founded the company in 1992, after moving to Florida four years earlier from Buffalo, New York.

Being president and CEO of her own company doesn't allow Wallace much free time, but she travels when she gets the chance. In addition to her undergraduate degree in Human Resources and her MBA, Wallace also holds a master's degree in theology and is working toward completing her PhD – "I've done everything but the dissertation," Wallace said. She's also head of the prayer ministry of her church.

Wallace clearly enjoys what she does, and she's modest about her accomplishments as a pioneer in MWBE development. "I guess you could call me a trailblazer," she said. "But I'd prefer you do it without telling my age."

P.A. Wallace & Associates, Inc.  
Wallacericia A. Wallace, ARM  
President & Chief Executive Officer

Experts in MWBE development and contractual compliance,  
Owner Controlled Insurance Programs, and bonding.

1350 Orange Avenue, Suite 230

Winter Park, FL 322789

PHONE: (407-643-8989)

TOLL FREE: (800-651-0477)

EMAIL: [info@pawallaceassociates.com](mailto:info@pawallaceassociates.com)

INTERNET: [www.pawallaceassociates.com](http://www.pawallaceassociates.com)