



Small Local Business Enterprise Newsletter



Red Bridge Consulting

Moving Organizations Successfully Through Change

Red Bridge Consulting, Inc. is dedicated to providing organizational change management, training solutions, and project management support services to public and private sector customers.

President of Red Bridge, Norrene Duffy, brings a value to her customers that is based in a scientific approach founded in her formal training in electrical engineering and physics. She also adds leadership that nurtures innovation and helps people and organizations accomplish strategic objectives. She served as a mathematical engineer at various NASA installations including Ames Research Center, Goddard Space Flight Center and Langley Research Center during her start as a summer intern. "My early career as a NASA mathematician taught me the importance of precision. Through software development roles, I learned how technical people tick", she says.

With just a team of six (6) people, Red Bridge Consulting brings a unique set of experience, knowledge, and skills that has helped build a solid reputation with their customer base. "Red Bridge Consulting was founded on the belief that we could help organizations succeed at change by offering a combined understanding of business needs, technology, and people," says Duffy.

Many successful projects that Red Bridge has performed on are Tyler Technologies for Clayton County, where project management support services were provided to plan and implement the Enterprise Resource Planning System (ERP). Red Bridge also provided assistance with activities such as testing, end user training, conversion validation and documentation assistance.

Other projects include, the Organizational Change Management for Department of Watershed Management (DWM), Atlanta, Georgia; Customer Information System and New Billing System for the City of Atlanta where the company was hired to lead the Organizational Change Management effort. Some partners are Delta Airlines, Oracle Consulting, Systems and Software, Alabama State, AON Hewitt, Kronos, Cayenta Queens Medical Center, -Honolulu, Hawaii, and Schneider Electric.

When asked what is the motivation behind the success of Red Bridge Consulting, Duffy replied, "Witnessing the challenges that system changes bring to executives and employees alike, I wanted to help organizations define and achieve positive, measurable change, focusing on the people and the processes together. This encouraged me to seek out a methodology that had proven strategies and tools to help provide effective change to our customers."

Red Bridge continues to motivate success through change...one organization at a time.

Purchasing Tip

- Get to know the buyers.
- Provide a summary of products or services.
- Get on the LIST of vendors

Contracting Tip

Read the Scope of Work and review the required documents before submitting your package.

Upcoming Events

Developing A Business Plan
4/4/18 10 am
South Clayton Rec Center

Safety and Insurance
6/7/18 10 am

Mandatory SLBE Workshop
6/14/18 10 am

Upcoming Bidding Opportunities

- Lake Spivey Phase IV
- NW Police Station
- Site Package for the Information Technology Center
- District 4 Parks & Rec Administration Center
- SW Intergenerational Center
- Fire Station No.9

Clayton County Procurement Proclamation

The Central Services Department was presented with a Proclamation by Jeffery E. Turner, Chairman, on behalf of Clayton County Board of Commissioners. The proclamation indicated March as Procurement Month in Clayton County. The month is widely recognized in honor of the procurement profession and the importance of the role it plays in business, industry and government.

Some of the important benefits that procurement professionals bring to the agencies they serve:

- Money savings for both agencies and communities
- Creative solutions to the challenges that face communities
- Provide excellent customer services to all stakeholders
- Strive everyday to uphold the values and principles of the profession (accountability, ethics, impartiality, professionalism, services and transparency)



NETWORKING TIP

Don't sell

The most successful networkers don't focus on sales—they focus on connecting. Too often people think of networking as needing to sell to people. ***Let the focus be connecting now, leaving the door open for future opportunities to do business.***



Central Services Open House

To honor March as National Procurement Month, Central Services hosted its Open House. It was a full day where the vendor community could meet staff, tour the facility and learn about what each Central Services Divisions entail.

Staff hosted nearly forty guests comprising of Clayton County staff and various vendors.

The day started with fun and games that got each participant thinking about what Central Services does and ended with multiple group tours throughout the facility. Each group got the chance to meet each staff member in each department and hear about the services each department contributes to the County.

Fun and Games



Chairman Turner Joins in On the Fun



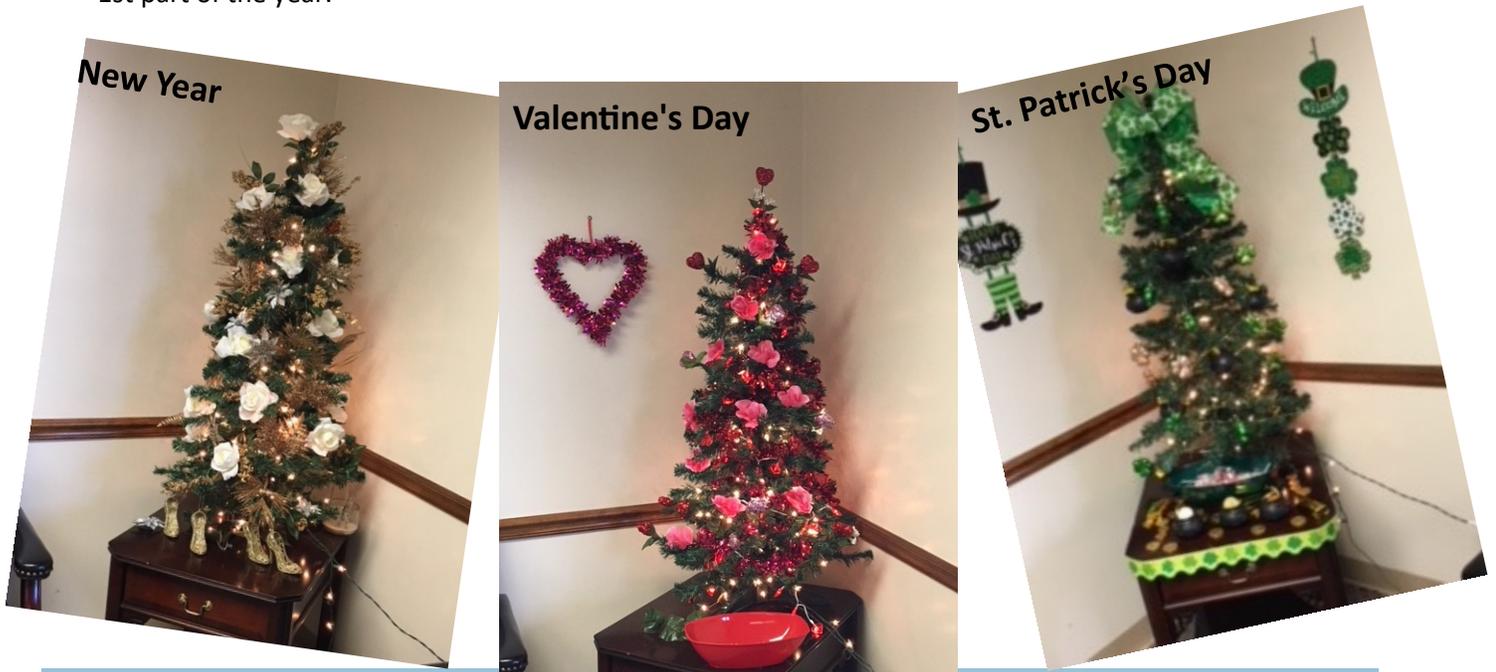
Department Tours



Not Just Any Old Tree

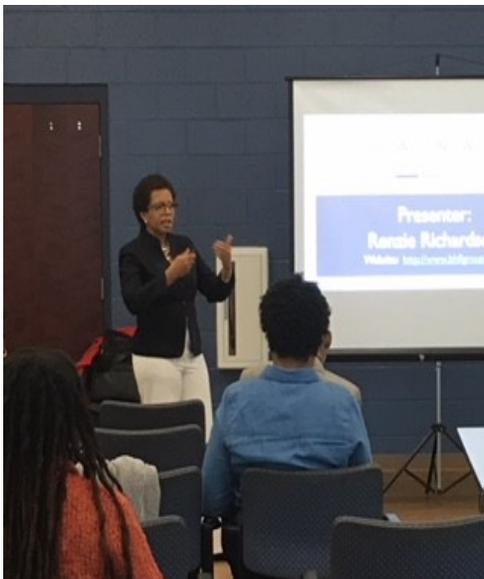
Tree Decorating with Meaning

Clayton County Central Services has decided to keep the seasonal spirit going. Each Division within Central Services selects a month to decorate the tree that is strategically placed within the reception area of the office. Each month represents something special and meaningful. See what the staff has done for the 1st part of the year.



Proposal Writing Workshop

Central Services hosted a Proposal Writing Workshop. The presentation topic was provided by BHFL Group, LLC, a Clayton County certified Small Local Business Enterprise who specializes in HR Services, Staffing and Contracting. The workshop detailed the basics of responding to a Request for Proposal.



7 Rules of an Effective Business Card

In the Know



1. **Include Only the Most Important Information**
2. **Make Sure It Is Legible**- Make sure the fonts you use on your business card aren't too small, too fancy, or distorted in some way, making your card difficult to read.
3. **Avoid Full Coverage**- Avoid the temptation to completely cover every white space on your card. Leave space for recipient to write notes or memory trigger.
4. **Get Them Professionally Printed.**
5. **Design for Your Audience** - If you have multiple businesses, you may consider using the front of your business card for one venture and the back for the other. In some cases, when the two businesses complement each other or are loosely connected, this may work.
6. **Use Special Finishing Options Carefully.** - There are so many ways to make your business card stand out when it comes to the design. Use attention-getting finishing features such as rounded corners or other die cuts, holes punched through, unusual sizes, embossing, foil accents, and folds that can turn a simple card into a mini-brochure. Any of these options may work for your business card, but make sure you are selecting a finish that is relevant to your brand, not just something cool to try.
7. **Consider a Call to Action** - While its recommended keeping your business card simple and streamlined, that doesn't mean you can't use some valuable real estate for a special offer or other call to action. Craft a short message that offers a discount, directs the recipient to your website, or provides a tip that will be relevant and useful to the reader. If you hit the mark with a specific call to action or other helpful information, you can make your card instantly memorable and generate more leads in the process.

Source: <https://www.thebalance.com>

Resource Information

SCORE –North Metro Atlanta Helping Small Business

Score is a nonprofit association dedicated to helping small business get off the ground, grow and achieve their goals through educations and mentorship for over fifty years.

Score provides inexpensive or free workshops, business tools, templates and tips . GTAPC offers free training seminars covering a whole range of government contracting topics. Many sessions are broadcast as live webinars, making it convenient for you to participate from your office, home or virtually any location.

Fore more information visit <https://www.score.org/> or call 404-331-0121

[Clayton County Central Services
Contract Compliance Division](#)

[7994 North McDonough Street
Jonesboro, GA 30236](#)

[Phone: 770-477-3587](tel:770-477-3587)
centralservices.slbe@claytountyga.gov