



SBPO Quarterly Newsletter

A Small Business Programs Office Publication

A Message from SBPO'S Director, Meshelle MV Howard

Greetings Small Business Community,

Welcome in the New Year!

Think of this as a time for new beginnings. Did you make your check-off list of what business opportunities to focus on in the New Year? Will this be the year you invest in educational opportunities to strengthen you and your business for success?

Think about ways to scale your business, like using Virtual Assistants. They are not just another trend in business. They are a practical, proven strategy for streamlining business workflows, freeing up your time, and driving sustainable growth. Do some research on it and see if it works for you.

We have a great [calendar](#) of educational classes and opportunity-based events for 2025, so please check out our website and register for the in-person and virtual events., there are many contracting opportunities of various sizes to get your foot in the door as Prime Contractors and subcontractors. Continue to visit WMATA's website for listings of opportunities.

For those businesses that are certified with us, we send you advance notices of opportunities, so make sure your contact information is up to date. We look forward to doing business with you at any level, remember we are "Your Metro, The Way Forward".

We welcome all small businesses to visit our site and look at the information for certification criteria. The Minority Business Enterprise (MBE), Small Business (SBP), and Micro-Business (MBP) programs were created to provide additional contracting opportunities for small, women, and minority-owned businesses. The contracts and purchases for these programs are non-federally funded.

We know that everyone's schedule is busy, and you may be unable to attend all of our outreaches and training events, you can find them on the SBPO website, Visit Socio-Economic Programs | WMATA to learn more about how to become certified with WMATA in one or more of the following socioeconomic programs:

[Disadvantaged Business Enterprise \(DBE\)](#)

[Small Business Enterprise \(SBE\)](#)

[Minority Business Enterprise \(MBE\) – New](#)

[Small Business Program \(SBP\) – New](#)

[Micro-Business Program \(MBP\) – New](#)

We look forward to receiving your certification applications at WMATA's Small Business Programs Office.

Cordially,

Start Strong: Setting SMART Goals for Your Small Business

As the new year begins, setting clear and actionable goals can provide the direction your small business needs to thrive. One effective way to structure your ambitions is by using the SMART framework: Specific, Measurable, Achievable, Relevant, and Time-bound. This approach ensures your goals are clear, realistic, and focused on results. For example, instead of saying, “Increase sales,” a SMART goal would be, “Increase monthly sales by 20% by the end of Q2 through targeted marketing campaigns.”

Breaking your goals into measurable steps allows you to track progress and stay motivated. Regularly reviewing milestones, such as monthly sales figures or campaign performance, ensures you stay on course. Additionally, keeping goals realistic and aligned with your business’s mission ensures you focus on what truly matters without spreading yourself too thin.

Finally, setting deadlines adds urgency and accountability, helping your team prioritize and execute efficiently. As you plan for the new year, take the time to craft a few SMART goals that will drive your business forward, and revisit them throughout the year to adjust as needed. Success starts with a clear plan, and SMART goals can set the foundation for your best year yet.

Embracing Trends: What’s Ahead for Small Businesses in 2025

As we enter 2025, staying ahead of emerging trends is crucial for small businesses to remain competitive. Here are three key trends shaping the landscape this year and how you can leverage them for success.

1. The Rise of AI-Powered Tools

Artificial intelligence continues to transform small business operations. Tools like AI-driven chatbots, personalized marketing platforms, and automated data analysis make it easier to engage customers and streamline workflows. Small businesses should explore affordable AI solutions to improve efficiency and deliver better customer experiences.

2. Sustainability as a Business Driver

Consumers are increasingly prioritizing eco-friendly brands, making sustainability more than a buzzword—it’s a competitive advantage. In 2025, businesses that adopt sustainable practices, such as reducing waste, sourcing locally, or using eco-friendly packaging, can attract conscious consumers and stand out in their market.

3. Prioritizing Employee Well-Being

In 2025, fostering a positive work environment is essential for retaining top talent and driving business success. Flexible schedules, mental health support, and professional development opportunities are becoming standard expectations. Small businesses that prioritize employee well-being can improve productivity, reduce turnover, and create a loyal workforce.

By embracing these trends, small businesses can adapt to changing consumer demands, leverage innovation, and position themselves for growth in 2025. Staying flexible and proactive is the key to thriving in an evolving marketplace.

Sneak Peek into 2025 Outreaches

We invite you to be part of these upcoming outreach events. These gatherings are not just about information; they’re about inspiration, collaboration, and empowerment. Come meet like-minded individuals, gain knowledge, and find the support you need to take your business to the next level. Your presence can make a difference!

- WMATA & HNTB Collaboration IN PERSON Outreach projected for February
- 3 IN PERSON Meet the Primes Outreaches projected for March, June and October
- Quarterly IN PERSON Certification Workshops
- 2 Virtual Outreaches Each Month
- Hispanic Heritage Month IN PERSON Outreach projected for September

Check out the full listing of SBPO’s events [here](#).

Transportation News & Small Business Updates

[FY25 Technology Transfer \(T2\) Program Notice of Funding Opportunity](#)

[Biden-Harris Administration Announces New Rule to Protect Rail Transit Workers Nationwide](#)

[INVESTING IN AMERICA: Biden-Harris Administration Announces \\$10.5 Million to Help Communities Increase and Improve Affordable Housing Near Public Transit](#)

[Record-Shattering 20 Million Business Applications Filed Under Biden-Harris Administration](#)

Words of Wisdom

“Success is not final, failure is not fatal: It is the courage to continue that counts.”

Winston Churchill

This quote highlights the importance of resilience in business. For small business owners, setbacks are inevitable, whether through failures or challenges, but they don’t define the journey. What matters is the ability to learn from those setbacks, adapt, and keep moving forward. True success isn’t a single achievement, but the continuous drive to innovate and improve. The courage to persist, even in tough times, is what ultimately leads to long-term growth and achievement in business.

Metro's SBPO Director Appointed as Chair for COMTO National's Celebrating Women Who Move the Nation Awards Committee

In November 2024, Meshelle M.V. Howard, Director of WMATA's Small Business Programs Office (SBPO), was selected to chair the Celebrating Women Who Move the Nation (WWMN) Awards Committee for COMTO National. Her term will run from 2024 to 2026.

This esteemed committee, composed of previous WWMN award recipients, will continue to recognize and honor the achievements of extraordinary women shaping the transportation industry. Notably, Meshelle was inducted into this distinguished group in 2019, joining the ranks of 152 trailblazing women who have received this honor to date.

Congratulations to Meshelle on this prestigious appointment!

SBPO Team Highlight: Michael Bing Completes Metro's Turkey Trot 5K in 40 Minutes!

We're excited to celebrate the achievements of our very own Small Business Analyst, Michael Bing, who recently participated in the annual WMATA Turkey Trot 5K! Michael completed the race in an impressive 40 minutes, showcasing both his dedication and competitive spirit.

As part of the Small Business Programs Office (SBPO) team, Michael's accomplishment is more than just a personal victory—it's a reflection of the team's commitment to health, well-being, and a positive work-life balance. Whether it's in the office or on the track, Michael consistently brings determination and perseverance.

Please join us in congratulating Michael on his successful 5K run! His achievement is a reminder of the importance of pushing personal boundaries and staying active, even while balancing the demands of our busy work lives. We look forward to more of these inspiring milestones within the SBPO team!



Explore SBPO's Resource Corner

Frequently Asked Questions

Do you have questions about SBPO's services, eligibility, or certification requirements? Visit our [FAQs section](#) to find answers to common queries. We're here to make the process as transparent and accessible as possible.

Share Your Input

We value your feedback and want to tailor our services to your needs. Take a moment to participate in our survey and help us improve our outreach efforts.

Do you have suggestions for education topics you'd like to see in SBPO's future outreach? How can we enhance our support during the certification process? Is there a specific aspect of certification that you'd like explained in greater detail? We're here to provide the information you need. [Complete the survey here.](#)

Contact Us

If you have any questions or concerns, don't hesitate to reach out. You can email us at sbpohotline@wmata.com. Our dedicated team is ready to assist you with any inquiries you may have.

Visit Our Website

For a comprehensive overview of what the Small Business Programs Office has to offer, visit our [website](#). Explore the full range of resources, support, and opportunities available to small businesses looking to partner with us.

At SBPO, your input and success are our priorities. We're here to support you every step of the way, so please take advantage of our resources and stay connected with us. Together, we can achieve your business goals and contribute to our shared success. Visit our website here for more information about our offerings.

New Certifications and Renewals

Highlighting recently certified and renewed businesses partnering with Metro. Explore this section to meet our latest additions dedicated to delivering exceptional products and services while supporting our local business community!

New Certifications

UpLift Federal
LaPutt Enterprise LLC
Sensis Inc.
Moore Installs
Dynamic Property Services LLC
Universal Technical Services
Digital Consulting Services Inc.
Washington Office Interiors LLC
Big Tent Design LLC
Crystal Bright LLC
Technostruct LLC
Azar Design Co
GMG World Media, LLC
Logical Infrastructure Solutions
VMC LLC
Aegis Mechanical Corporation
REM General Group Inc.
Mance & Associates, Inc.
A Squared Plus Engineering Support Group
AC METALS
Tru Impact Consulting, LLC
Flexlynqs
CMP Group LLC / DBA CMP Power Services

Carter Information Solutions, Inc.
IGM Innovative Solutions, LLC
iDesign Engineering, Inc.
Studio 50 Design, LLC
Advanced Building Performance, Inc
Solstice Environmental, LLC
Penn Parking Inc
Findling Inc
L & L Construction Associates Inc
Quantum Vision
Talentology LLC
Structural Engineering Group, Inc.
SanDow Construction , Inc.
Build Flex Services LLC
ADP Consultants, Inc.
Hyper Local Solutions LLC
Transcend Business Solutions LLC
Sandy Audio Visual, LLC
3Vi, Inc.
Elegant Enterprise Wide Solutions, Inc.
Jade Solutions, LLC
Citi Concepts Inc
Facet Engineering LLC
Commercial Demolition LLC
Educology Solutions
MCSS, Inc.
T3 Design Corporation formerly T3 Design
Keville Enterprises Inc.
Lee and Associates, Inc.
JCMS, Inc
United General Contractors, Inc.
Synergy Development Limited
MyCity Transportation
McMillon Communications Inc
Veteran Technology Leaders, LLC
Development Institute LLC dba I4DI
Domingo Gonzalez Associates, Inc.
Endesco Inc
Widener Burrows & Associates
Caliber Consulting Group, LLC
Niti Systems Consultants Inc
OTAS Inc
Ignitec Inc
WFT Engineering, Inc.
Marine Tiger Technologies, Inc.
Capitol Government Contract Specialists
Rohrer Studio, LLC
JM Utility Group, Inc.
Luster National, Inc.
Boatman and Magnani Inc.
Infinite Consulting Corp
DK Consulting LLC

MFS Construction, LLC
Capital Brand Group, LLC
BATTAs Environmental Associates Inc
Lord & Mitchell, Inc.
Dhillon Engineering, Inc.
RBC Professionals inc
A Squared Plus Engineering Support Group
PMA Associates Inc
Admiral Elevator Co., Inc.
Martucks Consulting LLC
NBB Media Solutions LLC
Potowmac Engineers, Inc.
Adept Professional Staffing, Inc.
KGP Design Studio LLC
Paradise Ironworks & Construction
I&B Associates, Inc.
Dimensional Strategy, LLC
Lee and Associates, Inc.
Ayoroa Simmons LLC
Nova Consulting Inc
Subsurface Technologies Inc
Helios Electric LLC
B-Sar Electric LLC
Strum Contracting Company
KGL Communications

Renewals

SMK Consulting LLC
Northern Real Estate Urban Ventures, LLC
G-11 Enterprises
Royal construction Materials LLC
Acorn Supply & Distributing, Inc.
DL Metal Design LLC
Caliber Consulting Group, LLC
Angie Ashley Consulting, LLC
3D Building Supplies LLC
A2Z Environmental Group, LLC
Markur, LLC
Resource Industries, LLC
Diversified Enterprises Group LLC
Road Safety LLC
Absolute Staffing & Consulting Solutions
Chad O'L Public Relations & Events LLC
Countervail Engineering
Amco Construction LLC
Bluebird Advisors LLC
Morcom International, Inc.
i2i Global Technology Solutions LLC
Synnov Group, Inc
Solara Flooring Group, Inc.
Sherman & Begley Consulting, LLC
Standard Petroleum Logistics Inc

