



## DBE Talks About Her Experience With Supportive Services



Lady Medina Investigations was founded in 2006 as a Private Investigation Agency. The first contract my company received was almost immediate as a Field Investigator for the MPAA. Six months later, Lady Medina Investigations received a phone call from RIAA

requesting our services based on a referral from the Motion Pictures Association of America. RIAA was seeking a female investigator to add to their team of field investigators.

Before arriving to the state of Florida, my background experience was in Law Enforcement in New York City where my security experience was gained as an officer at the Rikers Island Correctional Facility. My investigation experience came from working in the Special Operations Division.

After five (5) years of being in business with a Private Investigation Agency my Security license was achieved.



Lady Medina Investigations then received a contract as a sub-contractor in Miami with FDOT in Southwest Florida-District 1. In 2013, the name of the company was changed to Apogee Security & Investigation Services, LLC.

After many attempts in trying to secure a security guard contract, we decided to apply for DBE certification in the state of Florida and approved in September 2016.

The CEI/DBE Supportive Services program has been hands on with my company since the approval of our DBE certification. CEI/DBE Supportive Services created my website, and capability statement, the level of dedication from their staff was phenomenal. They were NO HOLDS BARRED!! All of the necessary tools for free training courses on and off line for my continued success. With a little push from CEI DBE Supportive Services my company can do what a G4S can do around the world. My operations manager and branch manager are also woman and knowing what CEI DBE Supportive Services has done for my company, they are no longer afraid to move up the corporate ladder.



### About The FDOT

The goal of the DBE Supportive Services Program is to increase the number of DBEs participating on FDOT contracts and facilitate the opportunity for DBEs to obtain contracts. The services are designed to:

- Assist established construction firms to move them from bidding as a subcontractor to bidding as a Prime Contractor to produce sound bids.
- Provide access to training increases DBE expertise in handling of daily business operations.

### About The Program

The Construction Estimating Institute (CEI) works with FDOT as the statewide provider of the federally funded Disadvantaged Business Enterprises (DBE) Supportive Services Program. We want to increase the number of certified DBEs participating in highway and bridge construction, as well as assist DBEs in growing and eventually becoming self-sufficient. Additionally, CEI provides supportive services by assisting prime contractors and consultants with identifying DBEs for subcontracting opportunities on priority projects.

# The Five Deadly Sins of Construction Bookkeeping



Bookkeeping for many industries is a chore and many small business owners are also often unequipped when it comes to keeping a clean set of books, the construction industry is no different. Below is a list of five common deadly sins of construction bookkeeping:

## 1. Doing your bookkeeping by hand

This inevitably turns into a disaster. Running a home building, contracting, or renovation business requires you to be on the job site for extended periods of time, which can make keeping track of your expenses, invoicing, cost-plus hours, etc. overwhelming. A solid accounting software application like Corecon or QuickBooks is a vital tool for keeping your financials in order.

## 2. Taking on too much

Dealing with numerous projects and labor costs are all a part of the game. However, taking on multiple tasks while trying to maintain your daily routine can often be your biggest weakness. Face it, at the end of the day the last thing you want to worry about is keeping track of your financial expenses. Adopting a financial management system that allows you to keep your company on the straight and narrow without veering off on unwanted issues keeps everything running smoothly.

## 3. Employing more staff than you need

Employing incompetent or unneeded staff can drastically drain your operating budget. Outsourcing your required services is one of the best ways to save money in the long run. You don't have to deal with annual salaries, overtime pay, holiday pay, benefits, etc. Pay for what you need and no more.

## 4. Neglecting your business for the sake of your clients

Take care of your business first. Even if that means turning down lucrative projects so that you can invest in or replace old equipment, pay your outstanding bills, or to recognize and provide your employees with the support they deserve.

## 5. Stay on top of your bookkeeping

Many business owners will sometimes stop looking at their finances because they suspect they have gone off track. Your cashflow is at the heart of your business – the longer you avoid looking at the financial health of your business, the more trouble you could soon find yourself in.

See Excerpt: <http://www.ledgeronline.com/blog/the-5-deadly-sins-of-construction-bookkeeping>

## Supportive Services Offered

- Estimating Training
- Building Capacity
- Mobilization Financing
- Bonding Assistance
- Marketing Plan Development
- Creating a Business Plan
- Building a Website



CEI is an educational organization providing the highest quality construction training in the industry. Over 100,000 owners, estimators, project managers, field supervisors, office support staff, foremen, laborers, and key management personnel have attended courses that are offered nationwide. The courses provide students with construction skills training and the critical information needed to be effective within their companies and organizations.

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