

O'Riordan Bethel provides counsel and advice in the following practice areas:

- Government Contracts
- Securities Enforcement
- Financial Regulation
- Business Litigation
- Government Affairs
- White Collar Criminal Defense
- Construction
- Certification (including 8(a) and DBE)

#### Firm Certifications/Qualifications

8(a) • SDB

WOSB • EDWOSB

Small Business

DC / WMATA DOT DBE

MDOT DBE

DC CBE

VA DBE/MBE

WBENC/WPEO WBE

African-American and Woman-Owned

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Visit our updated website!  
[www.oriordan-law.com](http://www.oriordan-law.com)

We are looking forward to keeping busy this holiday season. See what we've been up to since our last newsletter by clicking on the headlines for more information:

- Congratulations to our newly [certified and re-certified clients!](#)
- We practice what we preach. We're now DBE certified in VA!
- Executive Partner Pamela Bethel [guest lectured at Howard University School of Law](#) about the Dodd-Frank Act.
- Congratulations to Managing Partner Carol O'Riordan who graduated from the [Tuck-WBENC Executive Program!](#)
- Mark your calendars! Our affiliate, Washington Consulting Corporation, will sponsor an [exciting discussion about succeeding in the global market](#) on Nov. 28.
- Managing Partner Carol O'Riordan attended the [Department of Defense WOSB Opportunity Forum](#) sponsored by Women in Public Policy (WIPP), Give Me 5, and American Express Open.
- Both Executive Partner Pamela Bethel and Managing Partner Carol O'Riordan attended the [Greater Washington Hispanic Chamber of Commerce's reception](#) for 8(a) certified companies.
- Attorney Anthony J. Marchese learned the ins and outs of the Center for Veterans Enterprise (CVE) at the [Department of Veterans Affairs' \(VA\) Verification Training](#) hosted by Women as Veteran Entrepreneurs (WAVE).

We're expanding our social media presence. In addition to our [website and blog](#), you can find us on [LinkedIn](#), [Twitter](#), [Facebook!](#)

Many state and federal government agencies set aside a certain percentage of contracts for certified disadvantaged and/or minority business enterprises (DBE/MBE). For many small businesses, **DBE/MBE certification** is the first step towards expanding their business and accessing new opportunities for growth.

Not only does O'Riordan Bethel pursue certification on behalf of clients, but the firm regularly updates its own DBE, MBE, and WBE certifications. In fact, O'Riordan Bethel recently became a certified DBE with the Virginia Department of Minority Business Enterprise (VDMBE). The firm's extensive experience with certification procedures ensures the smoothest possible path for our clients.

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As such, we are proud to recognize the following clients for their recent certifications (and re-certifications):

- The Austin Group, LLC – **SBA 8 (a)** certified
- Chevy Chase Contractors, Inc. – **WMATA DBE** re-certified and **MDOT M/DBE** re-certified
- Matos Builders, LLC – **MDOT M/DBE** certified

If you know your business is ready to pursue certification, O'Riordan Bethel stands ready to assist. **Congratulations and best of luck to our newly (re-)certified clients!**

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**HOWARD**  
**UNIVERSITY**  
**School of Law**

Executive Partner Pamela Bethel spoke to an audience of second and third year law students at **Howard University School of Law** on October 10 about inclusion efforts in the financial services industry mandated by the **Dodd-Frank Act**. Ms. Bethel highlighted the historic role of the government in increasing the role of minority- and women-owned businesses in federal contracting, noting the many ups and downs. She illustrated one of the brighter moments with her own experience of starting a women-owned law firm during the financial crises of the 1990s when the Resolution Trust Corporation (RTC) and the Federal Deposit Insurance Corporation (FDIC) both required large majority owned professional services companies to join with minority- or women-owned firms to pursue large legal and accounting projects.

Speaking again from personal experience, Ms. Bethel described the potential opened up by the requirement that firms regulated by the financial services industry must hire minority and women firms, saying, "This is where the gold is... This is where there is the most resistance." She brought attention to the fact that many government agencies simply do not know how or where to begin but concluded on a hopeful note, "This is the part of the legislation that will, if it is permitted to remain, become **transformational**."

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Tuck **Executive Education** at Dartmouth

Thought leadership. Business results.



Managing Partner Carol L. O'Riordan has completed the [2012 Tuck-WBENC Executive Program](#), an intensive weeklong executive learning experience held in October 2012 at **IBM's Learning Center** in Armonk, NY.

The Tuck-WBENC Executive Program, which was established in 2003 and has been sponsored by IBM since then, stemmed from the idea of creating a program tailored to the needs of women business owners. Today it offers **step-by-step tactics** designed to help women entrepreneurs grow their businesses, with a focus on improving strategic planning, organization, resources, and systems and processes. Ms. O'Riordan was one of 50 women entrepreneurs who participated.

Tuck is the nation's oldest graduate school of business and is renowned for its collaborative learning approach. The Tuck-WBENC program is designed to prepare business owners to think differently about how they operate their businesses. To enhance the relevance of the experience, the course used **O'Riordan Bethel's business plan as a case study** in the curriculum.

"This program was an invaluable way for us to learn some of the **best available techniques to help our law and consulting firm grow** in the coming years. We are going to put into practice the thoughts and recommendations that we received," said Ms. O'Riordan. The firm expects to reap immediate benefits from the marketing, financial and organizational strategies taught in the class.

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Even the most successful business will have to rethink its strategies in order to thrive in a dynamically changing global market. Dramatic demographic shifts, fast-emerging economies, and Web innovations are reshaping the global business landscape. How will your company stay competitive, manage ever more diverse teams, and win in markets that may be foreign to you today but vital tomorrow?

On November 28, 2012, our strategic partner, [Washington Consulting Corporation](#), will sponsor a very timely discussion about succeeding in the global market.

The event, which is being put on by Tiger Management, is entitled, "[Winning in the Global Market: Six Leaders Discuss Bridging Cultural Gaps](#)." It will be held at the **Ronald Reagan International Trade Center**, 1300 Pennsylvania Avenue NW, Washington, DC, from 9:30 a.m. to noon on **November 28**.

The moderator of the panel will be **Andrew Sherman**, a partner in the D.C. office of **Jones Day** and a recognized authority on the legal and strategic issues affecting small and growing companies. WCC's Laura Rojas will be in attendance, and O'Riordan Bethel's Carol O'Riordan is expected to participate.

The panelists include business people and thinkers with a wide range of experience in international business.

They will be:

- **Doug Guthrie**, Dean of the George Washington University School of Business and a recognized expert in the fields of economic reform in China, leadership and corporate governance, and corporate social responsibility.
- **Roger Lawrence**, Vice President, Quality Assurance and Regulatory and a Corporate Officer of McCormick & Company, Inc.
- **Ted Dean**, who has helped lead BDA, a Beijing-based management consulting firm, to its present status as the leading advisory firm of its kind in China with a team of over 60.
- **Bill Burwell**, who is responsible for the management and operations of the US Export Assistance Center (USEAC) located in Baltimore.
- **Desmond Fraser**, president and co-founder of American Certification Body, Inc. (ACB), which provides worldwide regulatory certification services for wireless equipment manufacturers.

**Tiger Management** is a minority- and woman-owned business consulting company that is a strategic partner of O'Riordan Bethel. For more information and registration, click [here](#).



On October 24, 2012, Managing Partner Carol O'Riordan attended the [Department of Defense WOSB Opportunity Forum](#) sponsored by Women in Public Policy (WIPP), Give Me 5, and American Express OPEN.

WIPP is a national nonpartisan public policy organization that advocates on behalf of women and minorities in business in the nation's legislative processes in an attempt to create economic opportunities and to build bridges and alliances to other small business organizations.

**Give Me 5** is a program that was created by **WIPP and American Express OPEN** to educate women business owners on how to apply for and obtain federal procurement opportunities.

Among the programs at the half-day event in Alexandria, Va., was a panel discussion by DOD representatives and successful women-owned small business (WOSB) contractors about what it takes to win WOSB set-aside contracts.

There was also a legislative update on the possibility that new legislation will increase opportunities for WOSBs and how to best position your company for success.



On October 23, 2012, both Executive Partner Pamela Bethel and Managing Partner Carol O'Riordan attended the **Greater Washington Hispanic Chamber of Commerce's** [reception for 8\(a\) certified companies](#) at the Dupont Circle Hotel.

The event was presented in conjunction with the Washington Metropolitan Area office of the U.S. Small Business Administration. It was an evening of networking to celebrate the success of 8(a) certified companies in the D.C. area.

In addition to short presentations by the sponsors, attendees heard remarks from **GWHCC's Executive Director, Angela Franco**, and **SBA DC District Director, Bridget Bean**.



WAVE held a Verification Training seminar at the Women's Memorial at Arlington National Cemetery on June 7 with the Department of Veterans Affairs (VA). The event was well attended by veteran business owners and knowledgeable personnel from the VA, as well as O'Riordan Bethel's Anthony Marchese. The keynote speaker was **Tom Leney, head of the Office of Small and Disadvantaged Business Utilization (OSDBU)** which includes CVE. Mr. Leney told the audience that in 2011 **more than 50% of applicants** for certification as a Veteran Owned Small Business (VOSB) and/or Service Disabled Veteran Owned Small Business (SDVOSB) certification were initially denied. "The model is refined, **the bar is high**," Mr. Leney described.

Mr. Leney, a former businessman, explained that the "product" that he "sells" to contracting officers is the accuracy of his certifications. Most federal agencies currently do not require this certification, but Mr. Leney believes that because of its accuracy and reliability, **CVE certification will be required government-wide** in three years for contracts set-aside for VOSBs and SDVOSBs.

O'Riordan Bethel is ahead of the curve on this and ready to help with the CVE certification process.

You have received this email because you are listed as a contact with one of the members of our firm. We would like to send you our e-letters that will provide information and developments in government contracting, construction, and business law, but we do not want to send it without your consent. If you are not interested in receiving our e-letters, please email [APark@ORiordan-law.com](mailto:APark@ORiordan-law.com) with "Unsubscribe" in the subject line.