

JFK International Airport The New Terminal One

M/W/LBE Information Session – Marketing Your Firm

January 12, 2021

Overview

- **The New Terminal One at JFK Project Update**
 - Kimberly D. Hardy, *Director, M/WBE Participation*, The New Terminal One
- **Presentation by The Cayemitte Group: *Marketing Your Business***
 - Liz Duncan- Glimour, *Senior Vice President & General Counsel*, The Cayemitte Group
 - Christine Hanson, *Licensed Broker*, The Cayemitte Group
- **Stay connected with The New Terminal One**

The New Terminal One Commitment

Reaffirming Our Commitments

- **30% M/WBE goal (20% MBE, 10% WBE)** across all phases and disciplines of the project
- Driving New York State's nation leading **M/WBE participation for the project beyond \$1 billion**
- **Hiring goals for minorities (40% for laborers, 30% for other trades and 7% for women)**
- **Prioritization of local firms** starting with SE Queens and Western Nassau, followed by Borough of Queens and NY/NJ Port District

Dear Partners:

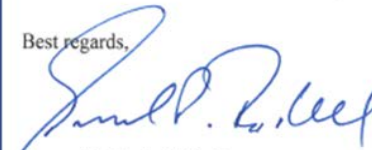
We are delivering one of the most important infrastructure projects across the globe at The New Terminal One at JFK International Airport. We are proud to partner with the Port Authority of New York and New Jersey and execute on Governor Cuomo's vision of a world-class airport. To that end, we are committed to driving innovation, excellence, and diversity and inclusion.

One of the most important themes central to our designation as the developer and operator of The New Terminal One is our commitment to "Diversity and Inclusion." We are building a business where our DNA reflects the importance of building partnerships embracing and reflecting the diversity of the JFK-area community, New York City, and the State of New York.

We require our partners to create opportunities for Minority- and Women-Owned-Business Enterprises (MWBE) and Local Business Enterprises (LBE). We expect our engagements to present plans and benchmarks to meet and exceed the 30% MWBE goals. Our procurements are designed to deliver best-in-class services and commodities. We are also looking for our partners to be strategic and innovative in how they work with MWBE and LBE firms to build capacity, grow, and employ a diverse workforce. This expectation extends to all segments of our project: finance, design and construction, operations, and commercial activity. These commitments permeate everything we do as we drive innovation and performance at The New Terminal One at JFK and deliver a world-class terminal.

We demand your best thinking and expect you to deliver exceptional results. Our team, including Kim Hardy, Director, MWBE Participation, at khardy@onejfk.com or (917) 405-0526, will engage with you throughout the project. We look forward to working closely with you to achieve these goals.

Best regards,



Gerrard P. Bushell, Ph.D.

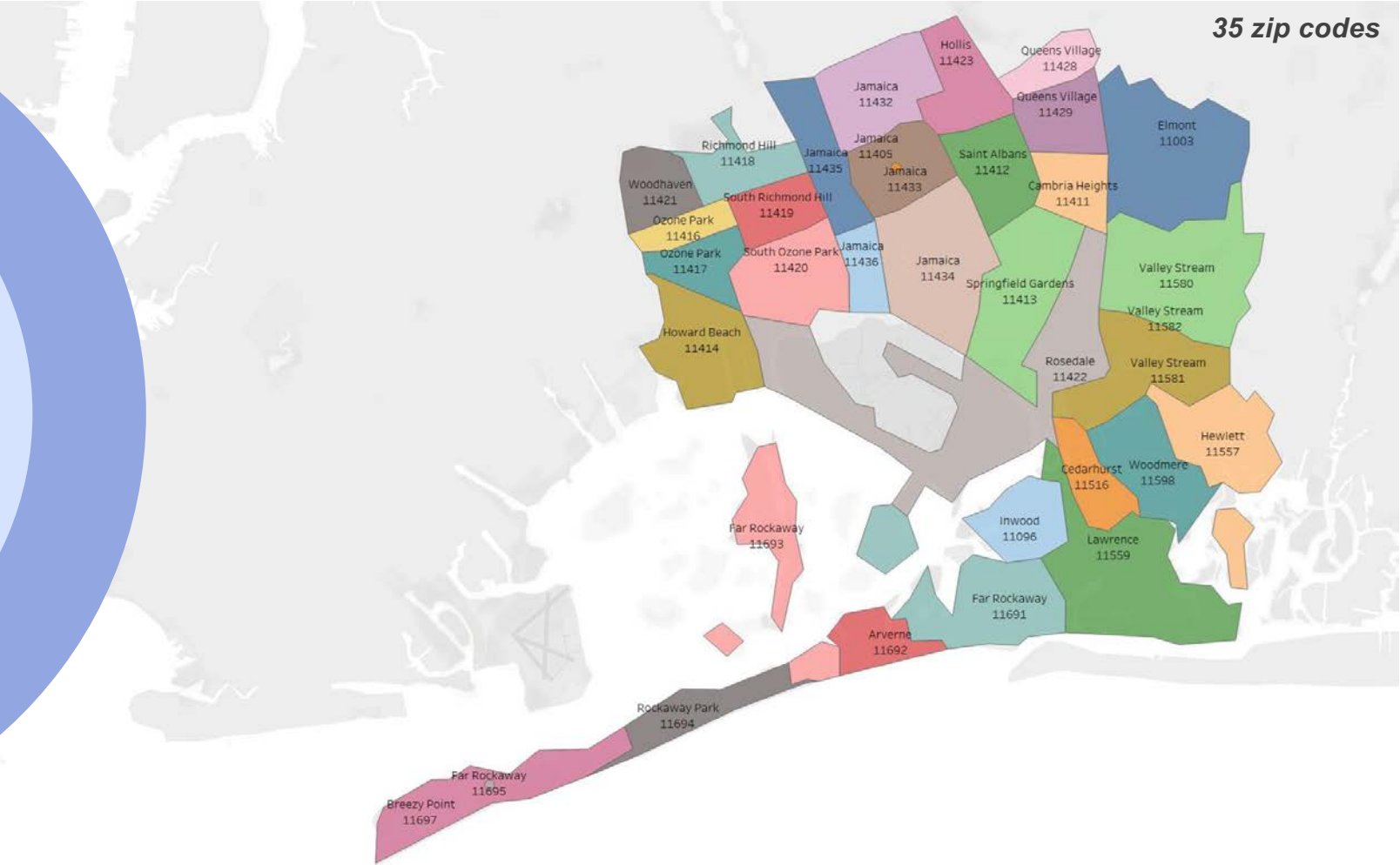
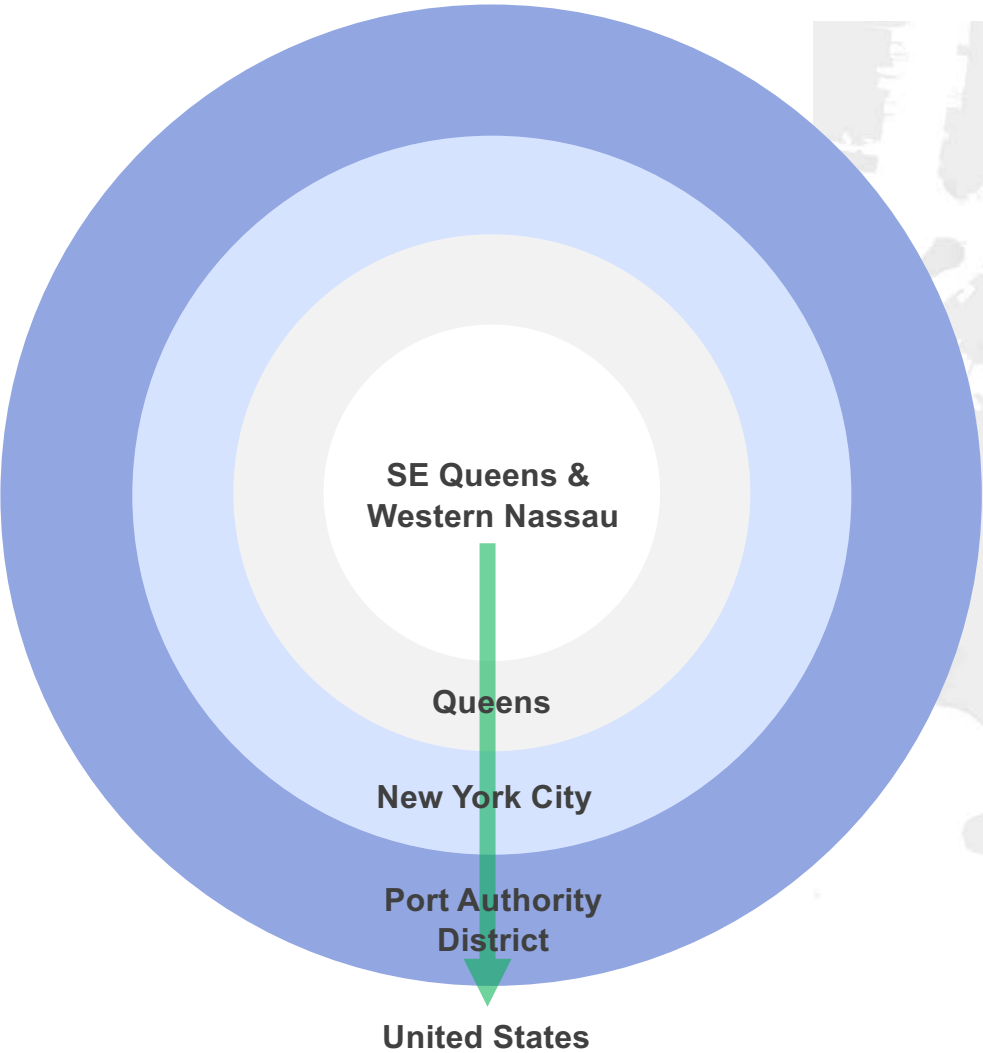
Commitment to Diversity

Diversity efforts start with The New Terminal One's Leadership:


- **Dr. Gerrard P. Bushell**, Executive Chair of The New Terminal One and Chair of Carlyle Airport Group Holdings, is a leader with experience in government, labor and the private sector. Dr. Bushell served as the President and CEO of the Dormitory Authority of the State of NY (DASNY) where he deployed more than \$38 billion of capital and financing and managed a construction portfolio valued at over \$6 billion in construction projects all while advancing the State's M/WBE goals beyond 30% for DASNY.
- **JLC Infrastructure** is a 30% equity partner. JLC Infrastructure is a leading investment firm with a strong track record and presence in NY and is a registered MBE with the PANYNJ. JLC's participation since the inception of the project has helped to drive the commitment to fostering diversity.
- **McKissack & McKissack**, the oldest woman and minority-owned design and construction firm in the US, is leading the Project Management Office. Cheryl McKissack Daniel, its President and CEO, is actively engaged with The New Terminal One as an advisor. McKissack has a formidable track record of delivering projects that meet and often exceed MWBE goals. Its portfolio of projects includes: World Trade Center, Columbia University, Metropolitan Transportation Authority (as Independent Engineering Consultant for 8 years), Philadelphia International Airport and LaGuardia Airport.



Local Prioritization for New Opportunities





Ongoing Local and M/WBE Outreach

**THE NEW TERMINAL ONE**
JFK INTERNATIONAL AIRPORT

The New Terminal One at JFK International Airport

New Terminal One Virtual Office Hours

 45 min

 Web conferencing details provided upon confirmation.


The New Terminal One Team is hosting Virtual Office hours, Monday through Friday from 9:00am to 5:00pm.

Members of the New Terminal One Team will be available to discuss opportunities for your business to participate in the iconic redevelopment project at JFK International Airport.

Select a Date & Time

January 2021

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

 Eastern Time - US & Canada (3:29pm) ▼

Past Events:

- March 31 M/W/LBE Virtual Information Session
- April 22 Professional Women in Construction Webinar
- May 12 M/W/LBE Virtual Information Session – Environmental Services
- June 9 M/W/LBE Virtual Information Session
- June 17 National Association of Minority Contractors Webinar
- June 25 M/W/LBE Virtual Information Session for Construction Services
- July 14 M/W/LBE Webinar–Construction Prequalification Assistance
- July 17 M/WBE Virtual Info Session – Transportation Advisory Services
- July 28 Council of Urban Real Estate & PANYNJ Webinar
- Aug 13 M/WBE Virtual Information Session – Internal Audit Support Services
- Sept 15 M/W/LBE Virtual Information Session
- Oct 13 M/W/LBE Virtual Information Session
- Dec 3 NYS M/WBE State Forum – Aviation Panel at 11:30am
- Dec 15 M/W/LBE Virtual Information Session – Enhancing Your Capability Statement

Next Event:

- Feb 9 M/W/LBE Virtual Information Session – Understanding Insurance

The Cayemitte Group



Christine Hanson

Licensed Insurance & Surety Broker

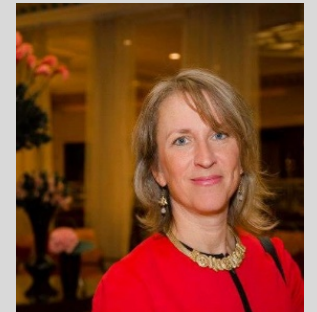
- **12 years industry experience**
- **Experienced in NYC Construction Insurance**
- **Mentored more than 450 firms in the last 10 years**
- **Obtained surety bonding for clients in excess of \$100mil**

Liz Duncan-Gilmour, Esq.

Licensed Insurance & Surety Broker

General Counsel

- **20+ years industry experience**
- **Mentored more than 450 firms in the last 10 years**
- **Develops and Oversees Capacity Building Programs for Diverse Businesses**
- **Oversees procurement and bidding for TCG**
- **Manages contract negotiations**



Marketing Your Firm

- When Does Marketing Begin
- Marketing Methods or Channels
- Hidden Marketing
- The End Result – The Next Level

The Landscape

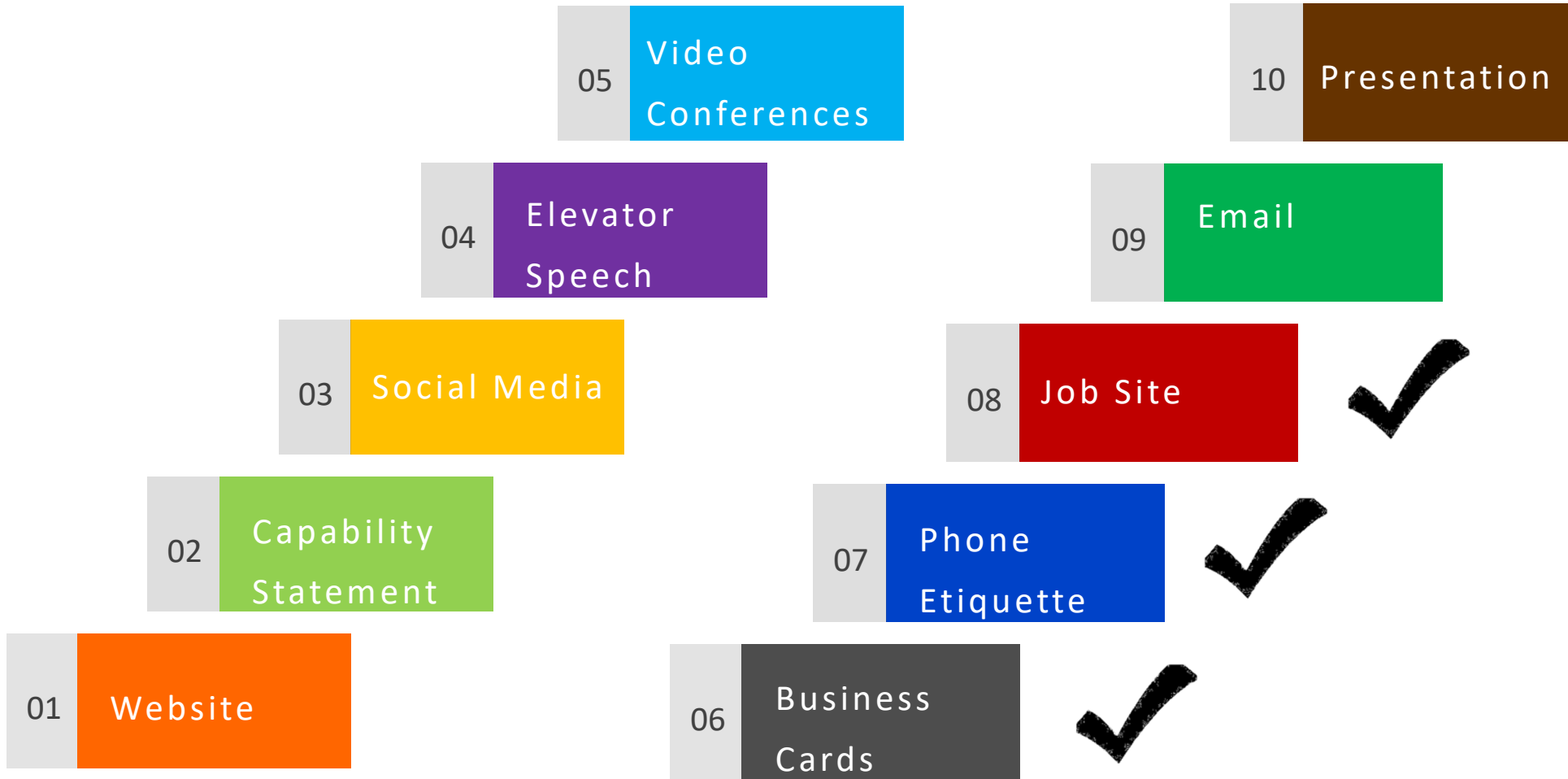
- Currently there are 15,000+ MWBE firms in NYS
- How many will be applying for contract opportunities at JFK Terminal One
- How do you become Red



Marketing

- First Moment of Truth – 3 to 5 seconds
- Second Moment of Truth – after purchase
- Third Moment of Truth – feedback
- Zero Moment of Truth (ZMOT) - research

Basic Marketing Channels



Email Set Up

- Does your email have an AOL, Gmail, Yahoo or some other service provider?
 - Invest in a domain name for your Company i.e., joe@xyzconstruction.com
- Your company name, logo and contact information should appear in every email you send

Elevator Speech

- Elevator speech - deliver in 30 seconds to under 1 minute
 - Firm handshake upon meeting a potential Prime, GC , vendor, sub-contractor or employee
 - Describe your company, its experience and the work you have completed
- If this intimidates or scares you, REHEARSE and MEMORIZE
- Be prepared for follow-up questions

Elevator Speech

Are you licensed with certain suppliers or manufacturers – if so, that is a selling point

Expand on work you do – camera installs, monitoring, service maintenance, etc.

I am bonded with Travelers with a \$1mil single and \$2mil aggregate bond line

Elevator Speech

Good afternoon Mr. X. My name is John Doe/Jane Doe and I am the owner of XX Company, specializing in security system installations. I have 15 years experience and my company has 10 employees, 2 work crews and 5 project managers experienced in “X”. My company is a certified WBE firm and we have completed projects as large as \$500,000 for the Americana Mall and Javits Center. Here is a copy of my company’s capability statement and please feel free to contact me for a quote or project opportunities in the Queens, NY region.

- What regions do you work in - Westchester, Long Island?
- Be specific

Elevator Speech Volunteers

Mr. Antenor Brutus from A.B. Engineering P.C., Jamaica, NY



Mr. Oral Wint from Kemet Industries Inc., Cambria Heights, NY



KEMET INDUSTRIES INC

Ms. Karlene Edwards from Tulson Enterprise Corporation, Springfield Gardens, NY



"We're Obsessed with Cleaning up Any Mess"



Website

- Landing Page
 - Menu on first page leads to subsequent pages
 - Mobile Friendly
- Showcase the Company
 - Use photos – good quality
 - Call out your areas of expertise



Cohesive Company Image



Business Card



Marketing Material
Capability Statement



Website

- Update the company website and Capability Statement as things change (scope of work, designations, etc.)
- Use key differentiators to make your company stand out from the competition

Social Media = Promoting Your Firm

- Free Publicity! Promote Your Company
- Marketing in the Digital Age requires nothing more than a few accounts
 - Social Networking – FaceBook, LinkedIn, Google+
 - Microblogging – Twitter, Tumblr
 - Photo sharing – Instagram, Snapchat, Pinterest
 - Video Sharing – YouTube, Vimeo, Periscope, FaceBook Live
- Tag people, companies, suppliers, sub-contractors, customers
- Join FaceBook and other social media pages or groups for your industry or trade
- Develop interesting and relevant content

Video Conferencing – Presenting Your Best Image

Video Conferencing using Teams, Zoom, Webex, FaceTime – be confident and make a great impression!

- If a call is set for 1 pm, log in 5 minutes BEFORE the meeting starts
- Your background and view is *important*
 - Appropriate Background
 - Camera angle and view
- Do NOT eat while on camera (drinking water is fine)
- Know how to use the technology

Video Conferencing = Presenting Your Best Image

Video Conferencing using Teams, Zoom, Webex, FaceTime – be confident and make a great impression!

- Your attire is also *important*. Casual is acceptable – pajamas are not
- Do not appear distracted or uninterested
- Engage with the individual speaking



Getting to the Next Level

FINANCIAL



EXPERIENCE



CERTIFICATIONS



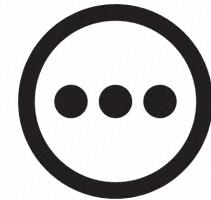
TRAINING



IMAGE



OTHER QUALIFIERS



Contact

THE CAYEMITTE GROUP

306 Farnsworth Avenue, Bordentown, NJ 08505

609-521-4200

www.cayemittegroup.com



Christine Hanson

Licensed Insurance and Surety
Broker

chanson@cayemittegroup.com

516-375-4251 (cell)

609-521-4500 (office)



Liz Duncan-Gilmour, Esq.

Senior Vice President - Counsel

l.duncangi@cayemittegroup.com

845-616-2709 (cell)

609-521-4116 (office)

We value the
opportunity
to be a
partner in
your success



The New Terminal One at JFK

info@onejfk.com

www.anewjfk.com

