

FADE IN:

OPENING

Iconic images of general construction. [perhaps a photo of the new I-35 bridge]

NARRATOR

The National Association of Minority Contractors-Upper Midwest Chapter. Raising the bar for a new standard of excellence.

Photo of the founders from NAMC.

NARRATOR (CONT'D)

The NAMC was founded in 1969, during a time when the construction industry was booming.

MONTAGE - IMAGES OF CONSTRUCTION, CLOSEUPS OF NEWSPAPER HEADLINES

NARRATOR

The country was growing like never before. The United States was in an era of big construction projects and massive growth. The suburbs were sprawling... the interstate highway system was expanding... and the Fair Housing Act had just been passed. The late 1960s were a dynamic time for the country AND the construction industry.

Photo of idle workers. [or a good representation of being left out]

NARRATOR (CONT'D)

Yet, in the midst of all the building and growth, there was an entire segment of the construction community that was left out of the jobs and lucrative contracts. Our minority contractor predecessors. Luckily, help was on the way.

Footage from iconic circular saw video followed by image JOE DEBRO, first executive director, and RAY DONES, first president of the association.

NARRATOR (CONT'D)

The spark started with one man. Ray Dones. Ray mobilized minorities from all races and colors to come together in one organization: The National Association of Minority contractors. His efforts, along with other pioneers from around the country, like Joseph Debro, helped set the bar for inclusion, equality and access.

Image of NAMC chapters across the country [perhaps a grouping of different logos] followed by a static image of the Upper Midwest Chapter Logo.

NARRATOR (CONT'D)

Today, there are 19 chapters of the NAMC throughout the U.S. It is the mission of our group to address the needs and concerns of minority contractors everywhere. Our chapter, the Upper Midwest chapter, was founded in 1984. We have made some great strides and helped minority contractors gain a foothold throughout our region...

MONTAGE - VARIOUS PHOTOS OF UNFINISHED CONSTRUCTION ETC.

NARRATOR (CONT'D)

...Then, in 2008, with the sudden downturn in the economy... and especially the construction sector, things got rough. The recent recession impacted the minority contractor to an even greater degree than their counterparts. Businesses were lost and sites were shuttered.

INSERT - NAMC-UM LOGO

NARRATOR (CONT'D)

But, thanks to the hard work of our chapter, the never-quit attitude of

our members, and some help from President Obama's stimulus package, things are starting to get back on track.

INSERT - FOOTAGE OF NAMC MEMBERS ON THE JOB

NARRATOR (CONT'D)

Our members are on the job again, delivering quality workmanship and new jobs to their communities.

MONTAGE - STILL PHOTOGRAPHY OF MEMBERS [see worksheet]

NARRATOR (CONT'D)

We represent the full range of the construction industry. We are your engineers, general contractors, architects and subcontractors. We are the electricians, mechanical, plumbers, painters, pavers, landscapers, suppliers and so many more.

MONTAGE - PHOTOS FROM HOME MAKEOVER

NARRATOR (CONT'D)

We're working not only to build our companies, but also our communities. Our annual home makeover is evidence of our commitment. This annual project provides relief for families and neighborhoods in need of hope and help. This year Derrick & Sandra Densmore were the grateful recipients living on the North side of Minneapolis. Our chapter mobilized to renovate and update the Densmore's home, which was in desperate need of assistance. All of the labor and material were donated by NAMC-Upper Midwest members and sponsors.

INSERT - LOGO OF ALL SPONSORS ON ONE SHEET

NARRATOR (CONT'D)

Thank you to all participating companies and employees for your

efforts in making this year's Home Makeover project a wonderful success.

INSERT - NAME-UM LOGO

NARRATOR (CONT'D)

As an organization, the NAMC Upper Midwest Chapter has worked to empower its members and support the wider construction community.

SUPER: "[NAMC-UM MISSION]

NARRATOR (CONT'D)

In 2011, our chapter has achieved a number of goals to help empower its members.

SUPER: "I694 DBE Participation Pilot Program."

NARRATOR (CONT'D)

The I694 D-B-E participation pilot program, where we collaborated with the Minnesota Department of Transportation, was a great success. We delivered a new business opportunity workshop showing how minority contractors can access subcontracting opportunities on this \$55 million dollar project.

SUPER: "Expedited Prompt Payment program with the Metropolitan Council."

NARRATOR (CONT'D)

With the creation of the **expedited payment program** in conjunction with the Metropolitan Council, we addressed cash flow... a vital issue for our small business members...

SUPER: "Light Rail." [with light rail footage]

NARRATOR (CONT'D)

... We recommended that a prompt pay program be implemented on the Central Corridor Light Rail Project.

After research and collaboration with NAMC and the industry, the Met Council plans to roll-out its Prompt Pay Program in March of 2012. Everyone benefits from expedited payments that allow for cash flow and business sustainability.

SUPER: "North Side "We Care" Program."

NARRATOR (CONT'D)

With the North Side "We Care" program, we we mobilized along with other north side community-based nonprofits and Thor Construction to help the tornado ravaged north side of Minneapolis. We empowered our members to come together, invest and support our community through the good times and the tough times.

INSERT - IMAGE OF MINNEAPOLIS PUBLIC SCHOOL WINDOW

NARRATOR (CONT'D)

Looking forward, it's not enough to simply survive. Our goal is to thrive. Success must be more than a word. It must be an attainable goal.

INSERT - Image of Kevin Lacey "I'm proud to be a minority owner."

NARRATOR (CONT'D)

The NAMC Upper Midwest sees the current economic situation as a window of opportunity. We have a chance to expand the vision of WHO we are, WHAT we are, and what we can do! Through education, training, collaboration and drive, we will continue to Raise the Bar through its member services and member advocacy.

We are ready to embrace positive outcomes - refusing to be mere spectators and insisting on being active participants. Only with inclusion will we all raise the bar.

Join us... everyone benefits.

INSERT - NAMC Logo

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