

RESOLUTION NO. 06184

**A RESOLUTION AS IT PERTAINS TO THE
PROGRAMS OF K STRATEGIES GROUP, LLC**

WHEREAS, K Strategies Group, LLC has made a presentation that it is a public affairs firm which provides public relations, Minority and Women Business Enterprise (M/WBE) programs, and community affairs services, as delineated in Exhibits "A" and "B" attached hereto.

**WHEREAS, NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF
THE CITY OF PORT ARTHUR, TEXAS:**

Section 1. That the facts and opinions in the preamble are true and correct.

Section 2. That the City Council herein requests that the City of Port Arthur Section 4A Economic Development Corporation review the programs offered by K Strategies Group as to determine if any of their programs meets their needs and at such reasonable costs as the EDC can allocate therefore. The focus of K Strategies Group should also assist in the retention of all local Port Arthur small businesses.

Section 3. That if the City of Port Arthur Section 4A Economic Development Corporation decides to retain K Strategies Group, LLC for any particular program, they shall notify the City Council thereof as to obtain approval thereof.

Section 4. That a copy of the caption of this Resolution be spread upon the Minutes of the City Council.

READ, ADOPTED AND APPROVED on this 23rd day of May, A.D., 2006, at a Council Meeting of the City Council of the City of Port Arthur, Texas, by the following vote:

AYES: Mayor Ortiz; Mayor Pro Tem Prince,

Councilmembers Barker, Henderson, Flood,

Williamson and Sinesal.

NOES: None.

Osuar A. Ortiz
MAYOR

ATTEST:

Terri Banks
CITY SECRETARY

APPROVED AS TO FORM:

Mark Sobolo
CITY ATTORNEY

APPROVED FOR ADMINISTRATION:

[Signature]
CITY MANAGER

EXHIBIT "A"

**City of Port Arthur
+ Local Minority and
Small Business Economic
Development Program**

Katrina Keyes

K Strategies Group LLC

5/9/06

Proprietary Information

Proposal

+ To develop and implement a local minority and small business economic development program for the City of Port Arthur.

For the purpose of increasing economic development efforts in the City of Port Arthur.

Purpose

- Grow local minority and small businesses.
- Develop new local minority businesses.
- Increase the capacity of minority and small businesses.
- Increase minority employment opportunities.
- Increase economic development in minority communities.
- Ensure all Port Arthur citizens have access to business and contract opportunities.

Contract Opportunities

- +
 - Program to focus on contract opportunities with:
 - City of Port Arthur
 - Purchasing Dept.
 - Abatement contracts
 - City of Port Arthur contractors.
 - Major corporations in Port Arthur.
 - Major economic development projects.

City Economic Development Program

- Establish a City program for minority and small business economic development.
- Develop MBE and SBE contracting goals & policy.
- Create an MBE database.
- Establish a local MBE preference system.
- Assistance with minority and small business certification.
- Business development and mentoring programs.
- Outreach & marketing of program and opportunities.
- Program reporting & compliance.
- Work with chamber, EDC, and Golden Triangle Minority Business Council.

Program to Assist Corporations & Contractors Increase Opportunities for Local Minority and Small Businesses.

- Advertising contract opportunities.
- Soliciting MBEs for bid opportunities.
- 2nd Tier MBE Program.
- Networking events.
- Mentoring programs.
- Enhancing youth scholarship program.
- Compliance & reporting assistance.

City Program

- +
 - Initially base program on TX State HUB goals, policies and laws.
 - Coordinate MBE efforts with County and Airport programs.
 - Establish partnerships to conduct a regional disparity/availability study to set local MBE goals.
 - Create local MBE goals and program policies.

Measurements

- +
 - Increase:
 - the number of contracts with local minority and small businesses.
 - the number of local minority firms.
 - the number of local certified MBEs.
 - the capacity and capabilities of local MBEs.

K Strategies Group LLC

- Experienced in local, State and Federal regulations and programs for minority businesses.
- Directing M/WBE program for new Dallas Cowboys Stadium.
- M/WBE certification specialists.
- Numerous awards for minority business program success.

K Strategies Group LLC



K Strategies Group LLC

A Public Affairs Firm

Katrina Keyes, President

Phone: 214-468-8737 office / 214-403-2583 cell

Email: info@kstrategies.com

Website: www.kstrategies.com

HUB & DBE certified firm.

EXHIBIT "B"



K Strategies

M/WBE Programs & Services

K STRATEGIES GROUP LLC

A PUBLIC AFFAIRS FIRM

**3523 McKinney Avenue # 204 · Dallas · Texas · 75204
214-468-8737 · www.kstrategies.com**

COMPANY INFORMATION

COMPANY NAME	K Strategies Group LLC
COMPANY OFFICER	Katrina Keyes President
MAILING ADDRESS	3523 McKinney Avenue # 204 Dallas, TX 75204
PHONE	214-468-8737
FAX	214-468-8614
EMAIL	info@kstrategies.com
WEBSITE	www.kstrategies.com
TAX ID #	25-1911349
INSURANCE	The Jenkins Insurance Agency General Liability Professional Liability Auto Liability
MINORITY/WOMAN BUSINESS CERTIFICATIONS	DBE – Disadvantaged Business Enterprise North Central Texas Regional Certification Agency (NCTRCA) Texas Unified Certification Program (TUCP) HUB – Historically Underutilized Business Texas Building & Procurement Commission (TBPC) MBE – Minority Business Enterprise Dallas/Fort Worth Minority Business Council (DFW MBC) WBE – Woman Business Enterprise Women’s Business Council - Southwest

EXECUTIVE SUMMARY

K Strategies Group LLC is a public affairs firm providing public relations, Minority and Women Business Enterprise (M/WBE) programs, and community affairs services. We provide services in all industries with an expertise in the construction and transportation industries. K Strategies has developed comprehensive M/WBE and public affairs programs on major development projects, including: the City of Arlington Dallas Cowboys Stadium, the City of Dallas Mercantile Complex, and the Dallas/Fort Worth International Airport Terminal D project.

K Strategies is led by Katrina Keyes, an accomplished leader in developing public strategies for inclusion in the construction industry. She has over 15 years of experience in the areas of M/WBE programs, public affairs, and procurement. Katrina has received numerous honors for her business accomplishments, including: 2005 Dallas Business Journal Top 40 Under 40 in Business recognition, 2004 Advocate of the Year Award by the Dallas/Fort Worth Minority Business Council, 2004 Outstanding Woman in Construction by the Fort Worth Business & Professional Women, and 2000 & 1998 Regional Director's Awards by the U.S. Department of Commerce Minority Business Development Agency. Katrina is also a committed public servant and serves on the board of directors of the Dallas Black Chamber of Commerce, the Trinity River Authority, and the Black Contractors Association.

K Strategies creates strong public affairs programs to effectively involve multiple stakeholders and engage all segments of the community. We have worked with major government entities, corporations, construction management companies and design firms to provide successful public affairs programs and M/WBE programs exceeding 30% participation on multi million dollar projects. Our initiatives have brought great success for our clients and demonstrates their commitment to local stakeholders, the community and M/WBE participation.

LEADERSHIP

Katrina Keyes

President

K Strategies Group LLC



Katrina Keyes is a recognized leader in M/WBE inclusion in the construction industry. She has developed and implemented successful M/WBE and public relations programs for large public and private construction development projects.

EDUCATION

- **Doctor of Philosophy in Public Affairs**, The University of Texas at Dallas (2007).
- **Master of Education in Higher Education Administration**, Dallas Baptist University.
- **Bachelor of Business Administration**, The University of Texas at Arlington.
- **Minority Business Executive Program**, The Tuck School of Business at Dartmouth College.

PROFESSIONAL EXPERIENCE

- **President**, K Strategies Group LLC.
- **M/WBE Director**, Dynamic Systems, Inc. Mechanical Contractors.
- **M/WBE Liaison**, Dallas/Fort Worth International Airport.
- **Director of HUB Program**, The University of Texas at Arlington.

AWARDS AND RECOGNITIONS

- **Top Forty Under 40 (2005 Recognition)**, Dallas Business Journal.
- **Advocate of the Year 2004 Award**, Black Contractors Association.
- **Corporate Advocate of the Year 2004 Award**, Dallas/Fort Worth Minority Business Council.
- **Outstanding Woman in Construction 2004**, Fort Worth Business & Professional Women.
- **Women on the Move 2004**, Texas Business & Professional Women's Organization.
- **Great Woman of Texas 2001**, Fort Worth Business Press.
- **Regional Director's Award Dallas Regional Minority Enterprise Development Week 2000**, U.S. Department of Commerce Minority Business Development Agency.

- **Regional Director's Award Tarrant County Minority Enterprise Development Week 1998**, U.S. Department of Commerce Minority Business Development Agency.

LEADERSHIP SERVICE

- **Board of Directors**, Dallas Black Chamber of Commerce
- **Board of Directors**, Trinity River Authority.
- **M/WBE Advisory Board**, Texas Instruments.
- **Board of Directors**, Black Contractors Association.
- **Advisory Board Council**, Fort Worth Women's Business Center.
- **Legislative Committee**, Greater Dallas Hispanic Chamber of Commerce
- **Various leadership and volunteer positions**, Dallas/Fort Worth Minority Business Council.

PRESENTATIONS AND PUBLICATIONS

- **Elements of Running a Successful Construction Business and Developing a Business Plan**, presented at The Basics: A Small Contractor Development Program, sponsored by DFW International Airport, Quoin: A Chapter of the Associated General Contractors of America, and DFW Minority Business Council. (March 2006)
- **Starting the Small Business You Dreamed of**; presented at IMAGINE: A Time For Women Only, sponsored by The Fort Worth Women's Business Center. (October 2005).
- **How to Gain and Maximize Minority/Woman Business Certification**, monthly seminar for the Fort Worth Business Assistance Center. (Since October 2005)
- **Creating Successful Proposals**, presented at the Dallas Independent School District's "Knowledge is Power" Business Conference. (April 2005)
- **Relationships...the Foundation of Construction**, published by Minority Business News Texas. (March 2004)
- **If I Only Had a Contract! Learning to Navigate the Procurement Process of Government and Corporate Entities**, presented at the Fort Worth Entrepreneur Expo. (March 2004)
- **Developing 2nd Tier Opportunities**, presented at the D/FW Minority Business Council's Corporate Buyer and MBE Networking Luncheon. (September 2003)
- **Starting Your Own Business in a Down Economy**, presented to the Dallas/Fort Worth Chapter of the National Association of Black Accountants, Inc. (August 2003)
- **How to Get a Contract "Worth a Million"**, presented at the Fort Worth Entrepreneur Expo. (March 2002)
- **How Small Businesses Can Get Ahead**, presented at the African-American Women's Network. (September 1998)

SERVICES

K Strategies Group LLC is an experienced public affairs firm providing public relations, Minority and Women Business Enterprise (M/WBE) programs, and community affairs services.

Public Relations:

- Public relations services.
- Public information programs.
- Public awareness and education campaigns.
- Media relations.
- Public coordination of multiple agencies and partners.

M/WBE Programs:

- M/WBE, DBE, HUB and supplier diversity programs and services.
- M/WBE liaison representative.
- M/WBE program audits and evaluations.
- Developing and implementing mentoring programs.
- Diversity training and workshops.
- Special events and networkers.
- Research for disparity and availability studies, policies and laws.
- Certification, technical and business development assistance for M/WBE subcontractors.

Community Affairs Services:

- Community affairs programs.
- Community outreach.
- Community affairs liaison.
- Governmental and legislative relations.

VALUE PROPOSITION

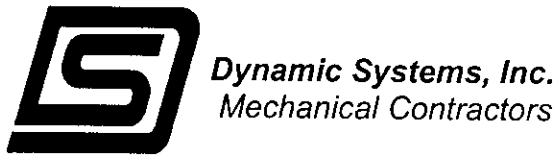
K Strategies has successfully assisted our many clients in building great public relations and community support on major development projects by:

- Establishing a committed program to maximize the utilization of local minority, women, and small businesses.
- Increasing economic development efforts to grow the capacity and capabilities of local minority businesses.
- Working with community groups, chambers of commerce, churches and youth organizations to engage the whole community in the activities and excitement of the project.
- Creating a positive public relations program to market the growth, activities, and economic development the project will bring to the community.
- Developing a marketing campaign to demonstrate the owner's commitment to the local community.
- Providing community affairs services to enhance owner's image with key community stakeholders and public officials.
- Directing a proactive communications plan to mediate community concerns and eliminate possible issues.

Our comprehensive public affair and minority & women business programs will demonstrate your commitment to the local community and will lead to great support for the development, funding and sustainability of your project.

CLIENTS

K Strategies has successfully provided services on major public and private projects.



DALLAS/FORT WORTH
INTERNATIONAL AIRPORT



City of Dallas



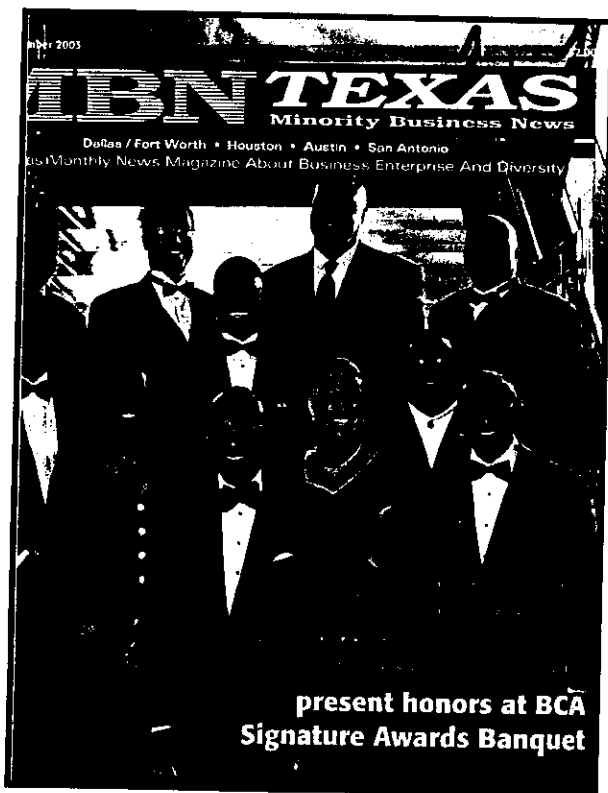
RECOGNITIONS



**Corporate Advocate of the Year 2004
DFW Minority Business Council**



**Advocate of the Year 2004
Black Contractors Association**



**Minority Business News Texas
December 2003**

Senator Royce West

District 23
P.O. Box 12068
Austin, Texas 78711



78th LEGISLATIVE BUDGET



Senator West introduces minority business leaders to Lieutenant Governor David Dewhurst

**TX Lieutenant Governor Dewhurst,
State Ethnic Chambers/Associations
and Senator Royce West**

Katrina Keyes

Age: 36
Title: President
Company: K Strategies Group L.L.C.
Business: Management services company promoting minority- and women-owned business inclusion in the construction industry
Address: 3523 McKinney Ave., Suite 204 Dallas, TX 75204
Phone: 214-468-8737
Web site: www.kstrategies.com

BY AMY SORTER | CORRESPONDENT

While Katrina Keyes was attending graduate school at Dallas Baptist University, her ultimate goal was an administrative position in higher education. Having served in the U.S. Army between 1987 and 1991, and already the recipient of a bachelor's degree in business from the University of Texas at Arlington (which is why she migrated to Texas from her home in Milwaukee, Wis.), the first place she thought education might be her calling was at the University of Texas at Arlington.

"I did the HON (historically underutilized business program) and I was the only one recruited to the Dallas Fort Worth area for the position. I then remained because she liked it here. That's the state minority and women business enterprise (M/WBE) program. I kind of fell into that and directed their program for five years."

Keyes had found her calling, and it wasn't education. From UTA, Keyes moved to Dallas/Fort Worth International Airport to work with that organization's M/WBE program, then went to general contractor Dynamic System Inc. to create the company's minority and women business program there.

Finding her niche

With her contacts and experience, she launched K Strategies Group L.L.C. in 2003. The goal of K Strategies is to work with public entities and other organizations to help minority and women-owned businesses get involved in projects with those agencies. Her current focus is on the Dallas/Fort Worth area, but she has worked in other parts of the state and in other parts of the country.

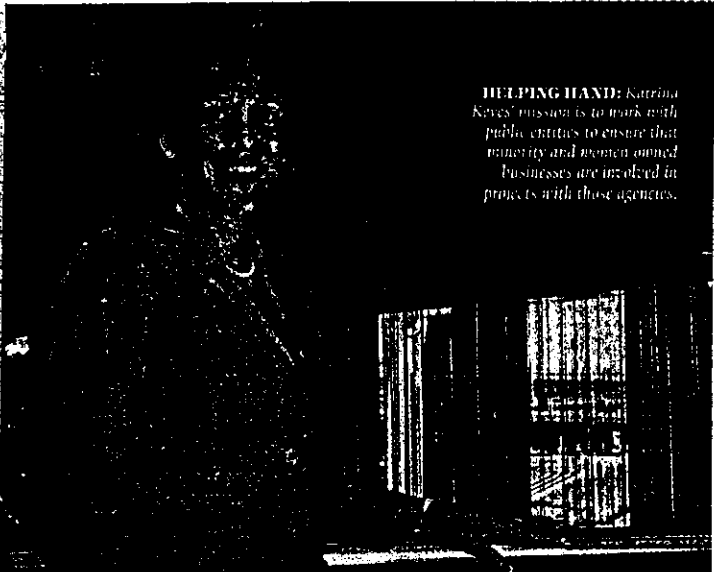
The company's focus is on helping minority and women-owned businesses get involved in projects with those agencies. Her current focus is on the Dallas/Fort Worth area, but she has worked in other parts of the state and in other parts of the country.

Keyes says she sees the future of diversity in the place of business. As she says, "When they're growing their businesses, they're also growing economic development for the community, and are increasing the ability for other minorities to get jobs."

Such development, she continued, also helps minority and women entrepreneurs grow their wealth.

"As minorities, a lot of us didn't learn from our parents how to grow wealth, to invest or to save money," she said. "But hopefully what I'm doing can also help these entrepreneurs to grow their wealth, increase it, then pass it on to future generations."

Sorter is a freelance writer in Dallas.



HELPING HAND: Katrina Keyes' mission is to work with public entities to ensure that minority and women-owned businesses are involved in projects with those agencies.



Photo: Matt Bialik for Business 101. © 2005 Northern Trust Corporation.

ALLOCATION OF TIME



It's not that money isn't important. Of course it is. When you work with Northern Trust, you'll get to know you, and your goals. All of our resources, our teams of advisors, all dedicated to protecting and growing client assets. Because it's your life and your money. We think you should have the most of both. If you'd like to know more, call Martin J. Yelland at 214-970-1100 or visit us online at www.northerntrust.com.



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