

PRISM News

an Early Morning Software, Inc. Publication



Summer Edition 2014

In this issue:

- About EMS
- We Have a Winner
- Client Highlights
- Summer Crusade
- PRISM Schedule
- Social Media
- PRISM Birthday Coupon



Early Morning Software, Inc.
PRISM Compliance
Management Division
227-229 N. Holliday St
Baltimore, MD 21202
Phone: (410) 539-0901
Fax: (410) 539-0933
E-mail(s): prismsales@emslab.com

About Us: Then & Now

Early Morning Software, Inc., founded in 1993, has proven its ability to provide technological leadership in the engineering and delivery of today's most demanding scientific and business solutions. The EMS team of solutions advisors, engineers, analysts, consultants, and partners employ the company's proven methodologies to help clients achieve their business operations and IT objectives. Coupled with a great team, the state-of-the-art laboratory aides them with resources to deliver the advanced systems engineering, software research and development, IT operations, and excellent customer service. On August 31, 2014, the company will be celebrating 21 years in business! The Founding Principal, Cecil Robinson and Chief Executive Officer, Donna Stevenson couldn't have envisioned anything like this twenty-one years ago, but EMS is here to stay! To reach any level of success deserves to be acknowledged and celebrated.

In honor of EMS's 21st birthday, please see our [PRISM Birthday Pack Promotions.](#) (Pg 4)



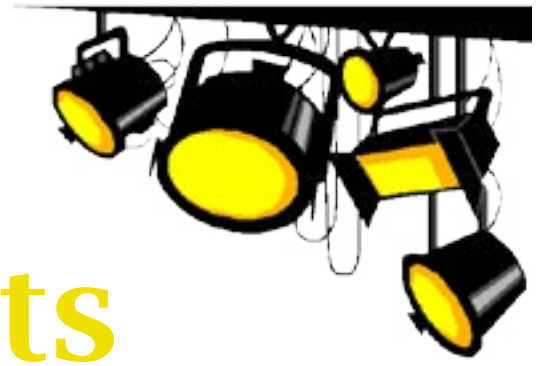
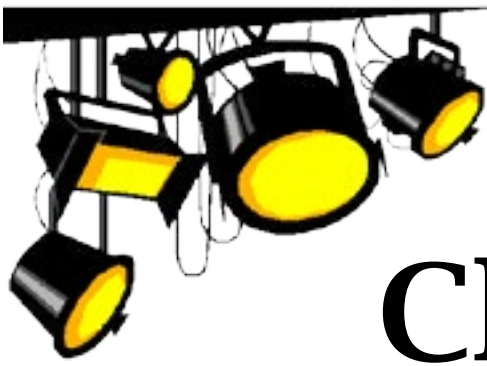
*Donna Stevenson,
President & CEO of
EMS with
Charmaine Jackson,
Supplier Diversity
Program Manager
of San Jose Water
Company*

We Have a Winner!

Congratulations to our President and CEO, Donna Stevenson, for winning a "WBEs Who Rock" award presented by Minority Business Entrepreneur Magazine (MBE Magazine) at this year's WBENC Conference in Philadelphia, PA. MBE Magazine celebrated their 30th Anniversary with a launch reception hosted at the Philadelphia Lowe's Hotel located on the 19th floors surrounded by beautiful and panoramic views of a bustling city below.

Still beaming with excitement, yet humbled from being featured as the 2014 Entrepreneurial Spirit in the May/June issue of MBE Magazine, it was a surprise when our CEO learned of her nomination by San Jose Water Company. Her surprise then turned to shock upon the announcement that she was a one of the twenty-five finalists to be selected for the national award. Gratitude soon turned to spirited elation as she heard her name called and was summoned on stage to receive her "WBE Who Rocks" award.

Hard work doesn't go unnoticed and there is no substitute for it. Congratulations again to MBE Magazine for 30 years and to EMS for celebrating 21 years in business with a WBE WHO ROCKS!



Client Highlights

Maryland Economic Development Corporation
Stellar Economic Inclusion Results Achieved

Massachusetts Bay Transportation Authority (MBTA)



Normetha Goodrum, EMS, Director of Diversity & Inclusion Division; Afra Vanca, PRISM Compliance Officer; Al Ben Collins, Secretary Maryland Department General Services; Alexandra Brice, PRISM Compliance Analyst; Michael Gaines, Assistant Secretary Maryland Department General Services; Donna Stevenson President/CEO, EMS, Inc.



Dr. Beverly Scott, Ph.D CEO/General Manager of MBTA & Donna Stevenson President/CEO of Early Morning Software, Inc.

On Tuesday July 22, 2014, Governor Martin O'Malley led the ribbon cutting ceremony for the new \$170 million Public Health Laboratory (PHL) located in East Baltimore's Johns Hopkins Science and Technology Park.

Governor O'Malley thanked the Project Developer, General Contractor, and MEDCO for the commitment to achieving significant economic inclusion outcomes, to include creation of over 300 jobs and exceeding the Minority Business Enterprise (MBE) and Local Business Enterprise (LBE) goals. Congressman Elijah Cummings acknowledged growing up in the neighborhood and said "this project brought new life and new jobs to East Baltimore."

The Early Morning Software, Inc. Diversity & Inclusion Division played the central role of Diversity Inclusion and Compliance Monitor for the two and a half year project that resulted in the exceptional economic development outcomes. More importantly, EMS-D&I's employment of its PRISM Compliance Management methodology and its supplier diversity management system, PRISMCompliance.com, were the foundation for best practices, information repository for decision support, and the driver for reaching the economic inclusion performance.

Using the PRISM technology, coupled with the D&I Director, Normetha Goodrum, and team were able to successfully monitor the life cycle of the contract including contract goals, workforce goals, and labor goals. PRISM successfully measured and captured the following actual goals against original goals:

Economic Metrics	Original Goal	Actual Goal
MBE	27%	32.6%
LBE	20%	30%
Local Hire	100	118
New Hire	100	127

Who is MBTA?

MBTA is the public operator of most bus, subway, commuter rail, and ferry routes in the Greater Boston area. As a recipient of USDOT federal assistance, MBTA established a DBE program in accordance with the 49 Code of Federal Regulation Part 26. MBTA is committed to promoting business opportunities for firms owned by minority, women and other disadvantaged individuals which are certified as DBEs.

What's their PRISM Solution?

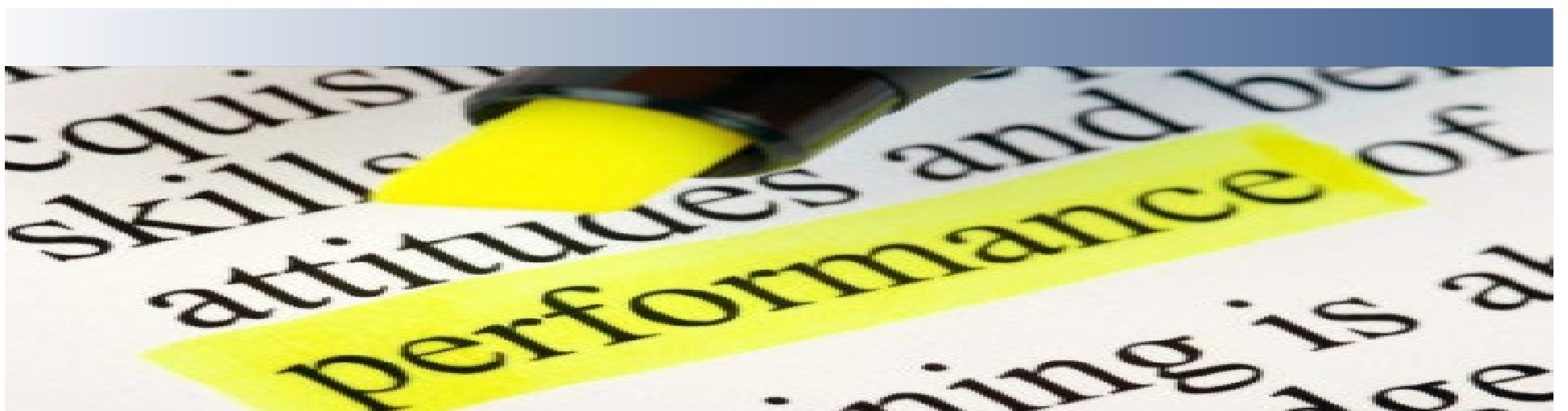
MBTA utilizes PRISMCompliance.com; specifically the Vendor Management, Contract Management, Compliance Management, and Labor Management Modules respectively.

How did PRISM help?

Prior to being a PRISM client and user, MBTA had challenges with submitting the 49 Code of Federal Regulations (CFR) Part 26 - Uniform DBE Award, Commitments, and Payments report for the last three reporting periods. Unhappy with their current execution of this requirement or lack thereof, the organization put out an RFP admirably choosing to address the problem head on to find a solution as soon as possible. Through the RFP process, Early Morning Software, Inc. was selected as the vendor of choice to provide their PRISMCompliance.com solution. Since becoming an EMS client, PRISM not only enabled them to submit their reports on time, but provided accurate data as well.

Wanda Hubbard, Assistant Director of Government Compliance, reports that MBTA gets an A+ from the FTA on its 2014 DBE Program review.

"PRISM streamlined MBTA report generation and in addition gives us audit-able reconcilable data for backup support", says Ms. Hubbard.





Donna Stevenson, President/CEO, EMS; Dr. Sandra Casey-Buford, Workshop Moderator

Summer Conference Crusade

We've been busy; and with good reason of course! Our President and PRISM Team have been all over the United States. Stopping at this conference, that conference; presenting here, exhibiting there; sponsoring this, and hosting that. Yes, we have been busy; trying to make the change we want to see in the world and trying to spread the word on why PRISMCompliance.com is the New standard for achieving Supplier Diversity and MBE inclusion.

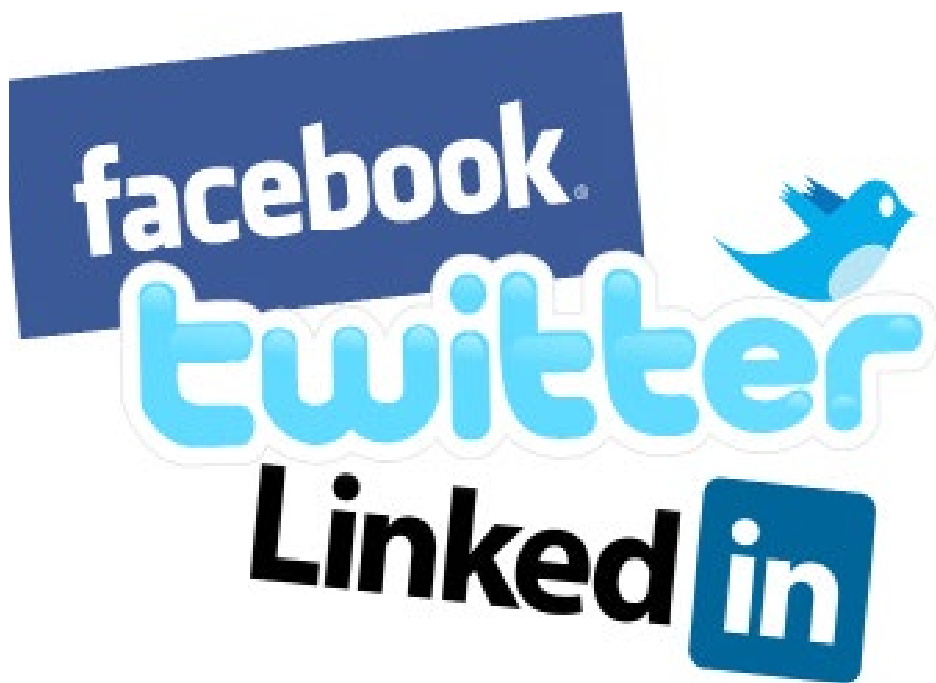
The PRISM Team made their first stop at The National Association of Regulatory Utility Commissioners (NARUC) Conference in Washington, D.C., then headed to the The Women's Business Enterprise National Council (WBENC) Summit + Salute in New Orleans, LA. Continuing the crusade headed southwest, we attended The National Forum for Black Administrators (NFBPA) in San Antonio, TX to participate and support as a **Bronze Sponsor** with our Metropolitan Sewer District (MSD) of Greater Cincinnati client. The PRISM Team and MSD debuted their Project Rebuild program, whose performance metrics are powered by PRISM. Lastly, both PRISM and MSD hosted the MBE Workshop: Best Practice means Workforce and Economic Development. This workshop focused on ways to achieve greater successes when it comes to economic development and to not only reach, but maintain those goals as well.

Once NFBPA concluded, the team prepared for the Airport Minority Advisory Council (AMAC) Conference hosted in the Mile High City Denver, CO. Celebrating 30 years as an organization, AMAC started the conference off with a bang! EMS was a **Jewel Sponsor and Exhibitor**. Donna Stevenson served as a panelist for the highly anticipated workshop Managing Human Capital: Checklist for Business Success where she shared her experiences in Talent Management and reflected on working for IBM early on in her career. She also discussed how she currently manages professional development for her power team and tries to build upon the strengths of each individual team member. She closed by sharing how PRISM Training, PRISM Diversity Circles and The COMPASS Conference foster the development of client talent.

Rounding out the month of June the team returns to WBENC for their National Business Fair conference as an **Exhibitor**. The PRISM booth is not only statuesque in size and style, but is always a big hit! Being an exhibitor allowed EMS to showcase their industry leading software, PRISMCompliance.com.



Photos: PRISM Booth Display, Alexandra Brice, PRISM Compliance Analyst, Panel of Speakers at the AMAC Workshop: Patricia Wright, CEO of Decision Insight, Inc.; Omari Head, Gen Y Leader of American University System; Cynthia Rocha, CEO of LifeLongLegacies; Connie Wright, President & Co-Founder of CharlesRiverCFO



Let's Get Social

Do you have a Twitter? Do you have a Facebook? Or, what about a LinkedIn? If you utilize any of these social media platforms then you're in luck because so do we! Follow us, tweet us, like us and friend us! We would love to hear from you and keep you in the loop!

Please click on the following links to gain direct access to our social media handles.

- [Follow Us on Twitter](#)
- [Like Us on Facebook](#)
- [Connect With Us on LinkedIn](#)

Fall Schedule

September 2014

ACCA Conference, San Jose, CA - 9/2-7
ICMA Conference, Charlotte, NC - 9/14-17



**PRISM Team is available for demos and meetings at all conferences attended.*

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**21st
Birthday
Gift**

PRISM GIFT PACK!

New PRISM Customers

Pick any 4 modules in the PRISM Suite during
EMS' 21st Birthday Celebration
Beginning August 1, 2014. EMS configures your
subscription with four (4) PRISM modules of your
choice.

\$21,000 Annual Subscription
36 MONTHS; \$2,100 Configuration per module.

1. *Call your PRISM Sales Executive!*
2. *Reference the 21BC1 Promo Code!*
3. *Schedule your implementation!*

Subject to Tier 1 volume restrictions and Express Implementation.
Excludes custom services. Cannot be combined with other offers.
Expires 12/31/2014

PRISM GIFT UP!

PRISM Customers

Have a chance to upgrade their PRISM Suite during
EMS' 21st Birthday Celebration
Beginning August 1, 2014 EMS upgrades your sub-
scription with any PRISM module.

\$2,100 Annual Subscription
36 MONTHS; \$2,100 Standard Configuration.

1. *Call your PRISM Sales Executive!*
2. *Reference the 21BC2 Promo Code!*
3. *Schedule your implementation!*

Subject to Tier 1 volume restrictions and Express Implementation.
Excludes custom services. Cannot be combined with other offers.
Expires 12/31/2014