



THE SCHOOL DISTRICT OF
PALM BEACH COUNTY, FLORIDA

MICHELLE ANDREWIN
Director

DR. DONALD FENNOY
CHIEF OPERATING OFFICER

Office of Diversity in Business Practices
3300 Forest Hill Boulevard, C-214
West Palm Beach, FL 33406-5813
561-434-8508 Fax 561-434-7405
www.palmbeachschools.org

June 12, 2017

THE MERCHANT STRATEGY, INC.
1804 North Dixie Highway, Suite B
West Palm Beach, FL 33407

Attention: Sharon Merchant

RE: M/WBE Certificate for THE MERCHANT STRATEGY, INC.

Congratulations! Please find enclosed the School District of Palm Beach County and the Office of Diversity in Business Practices, **Minority/Women Business Enterprise Certificate**. *A copy of the attached certificate (not this letter) must be included in all proposals or bids that your firm participates on as a prime or sub-contractor.*

The ODBP encourages all vendors to register with www.demandstar.com. Many of the School District's awarded general procurement bids and construction related bids are advertised there.

Currently advertised bid information may also be found on the Purchasing and Construction-Purchasing web-page under: <http://www.palmbeachschools.org/purchasing/bids/>
And also check: <http://www.palmbeachschools.org/purchasing/bids/construction/subcontr.asp> for sub-contractor opportunities listed there. Please note: **The official bid documents should only be obtained by logging in at www.demandstar.com, which will register any potential proposer for receipt of subsequent information such as addendums, etc.**

If our office can be of further assistance to your firm, please feel free to contact me at (561) 434-7422.

Sincerely,

Heidi Galloway

Heidi Galloway
Analyst Business Compliance & Outreach
Office of Diversity in Business Practices
School District of Palm Beach County
Ph: (561)434-7422 Fax: (561) 432-6384
Bid Info: www.Demandstar.com
E-Mail: Heidi.Galloway@palmbeachschools.org

A TOP RATED DISTRICT BY THE FLORIDA DEPARTMENT OF EDUCATION SINCE 2005

"Home of Florida's first LEED Gold Certified School"

www.palmbeachschools.org

The School District of Palm Beach County is an Equal Education Opportunity Provider and Employer

THE SCHOOL DISTRICT OF PALM BEACH COUNTY
OFFICE OF DIVERSITY IN BUSINESS PRACTICES

CONGRATULATIONS!

M/WBE (Minority/Woman) Business Enterprise

THE MERCHANT STRATEGY, INC.

as a *Woman Owned Business Enterprise*, in the (M/WBE) Program

This certificate is valid

June 18, 2017—June 18, 2020

The following are the areas that your firm has been certified:

Public Relations & Marketing Services; Consulting Services, Public Relations Consulting,
Governmental Consulting and Business Plan Development Services.

Certification is not a guarantee that your firm will receive work. Please register your company with www.demandstar.com to receive notification of upcoming opportunities. Any change to your certification requires you to submit proof of expertise, licensure and a business history (at minimum) to justify the additional certification. You are also required to submit a copy of your certificate with each bid, or proposal that you submit to the School District. You must notify this office if the status of your firm changes. Failure to report changes that affect the ownership or control of your firm may result in decertification.



Heidi Galloway
Analyst Business Compliance



Michelle Andrewin—Director