



### Leroy D. Dock is Named President of Building Service Contractors Association International (BSCAI) for 2004

Washington area business executive is inducted as president of BSCAI the premier facilities cleaning/maintenance association in North America. LeRoy D. Dock, CBSE, Senior Vice President & General Manager of Gali Service Industries, Inc., a Bethesda based contractor, will join the ranks of 38 previous Presidents since 1965.

BSCAI has become the trade association of the building service industry, representing a worldwide network of more than 2,000 member companies from across the U.S. and 39 other countries, who provide cleaning, facility maintenance, and other related services to building



Leroy D. Dock

owners and managers. A study by the Freedonia Group, Inc., a Cleveland-based research firm, estimates that janitorial and related service revenues will exceed \$30 billion in the near future.

Dock's career path is the perfect model of how effective professional associations can enhance one's growth and opportunities in their pursuit of excellence, "especially if one is willing to pay his/her dues". After attending his first BSCAI annual convention in 1981 as a building supervisor, his vision became crystal clear! "Dream big, set goals, and execute your plan". Following that model and grounded by a strong faith in God he accomplished what some would consider miracles. He has climbed the mountain and now sets atop an organization consisting of over 1,300 employees from the tidewater Virginia area to the Pennsylvania line. If you were to ask

Dock about his successes, and they have been manifold, he would humbly say, "I have been truly blessed".

Gali Service Industry, Inc. is a minority owned (Latino) company certified by the Small Business Administration under the 8(a) program. Francisco Gali Founder and CEO passionately believes in BSCAI and the impact it has had on GSI, he has invested significant financial and human resources in support of its mission. "With one of my top executives at the helm of BSCAI, it can only add our continued success."

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### Jordan Springs Expands to Serve Local and Federal Government



As owner and CEO of Jordan Springs, Inc., Darryl D. Rose stands out in an industry that counts few African-Americans at the senior executive level. Jordan Springs is a Washington DC -based bottled spring water company, offering office and home delivery services to the metropolitan area. Armed with academic reports and media coverage of the health benefits of drinking water, Rose launched the business in 1996, naming it after his first-born, Jordan, who was less than a year old. An

entrepreneur at heart, with extensive experience in customer service, Rose's early focus was on non-profits and smaller organizations within the African-American community. As a native Washingtonian, he had established a strong base on which to build. Rose met and overcame many of the challenges facing any novice enterprise: capital, labor, equipment, management, and more. He attributes his perseverance to the support of his close-knit family and his devotion to the spirit. Rose understands that no business can succeed in a vacuum and welcomes the guidance of successful mentors as well as partnerships with larger businesses.

He has expanded his marketing strategy to government, both local and federal,

and Jordan Springs has been certified by the DC government as a local small and disadvantaged business enterprise. Some of his largest orders have been in support of homeland security initiatives as well as the metropolitan police department. A ready supply of pure drinking water is crucial to public safety, yet rarely considered absent in an emergency.

Rose continues to emphasize customer service as the hallmark of his business. His motto, "good, better, best; never let it rest" is why Jordan Springs continuously exceeds customer expectations.

### A New Washington Monument

Perennial Strategy Group defies convention, embraces diversity, and achieves success.  
By Julie Gathers

In Washington, D.C., lobbying and consulting firms are as ubiquitous as museums and monuments, while only a few ever achieve significant recognition. Perennial Strategy Group (Perennial), however, is a relative newcomer that is determined to stand out from the crowd. With its talented and diverse staff of professionals, this upstart has already proven itself a worthy adversary of the many established firms in the region. What truly distinguishes Perennial from the Washington pack is its diversity—in its staff, in its clients, and in the range of services it offers.

"I wanted my firm to look like America, not just like the typical image of Washington, D.C."

The firm's location in the historic Willard Hotel office complex effuses the feel of an old-time Washington lobbying shop, while its work in diversity and technology clearly belong to a modern era. It represents and counsels clients from global corporations, foreign and domestic governments, and labor unions to small, disadvantaged, and women-and minority owned businesses.

Perennial Strategy Group was founded in 2002 by Lamell McMorris, a graduate of Morehouse College and Princeton Theological Seminary. At age 29, McMorris had already been recognized as one of Ebony Magazine's "30 leaders of the future, 30 and under" based on his service with the Chicago Urban League's Youth Development Initiative and his leadership as the Executive Director and Chief Operating Officer of the Southern Christian Leadership Conference. Although McMorris initially served as the sole principal of the firm, he soon sought out talented professionals to complete his "group." "I wanted my firm to look like America, not just like the typical image of Washington, D.C." says McMorris.



From l to r: Congressman Ciro Rodriguez, Chair of the Congressional Hispanic Caucus with Perennial Founder, Lamell McMorris and Principal & General Counsel, Rudy Fuentes



Perennial COO Tom Duckenfield (l.) and Perennial Founder Lamell McMorris (c.) with District of Columbia Mayor Anthony Williams (r.) at dinner sponsored by Perennial for the National Black Caucus of Black Elected officials.

John Milne, a former Vice President at Jefferson Government Relations, joined Perennial as a Principal in April 2003. Milne had also served as Director of Federal Government Affairs for 3M, where he was responsible for legislative initiatives pertaining to a broad range of corporate issues, including healthcare, pharmaceuticals, transportation, trade, tax and patent reform. With over 30 years of experience in the realm of government affairs, Milne brought a vast network of

contacts in federal, state and local governments to Perennial Strategy Group. Thomas Duckenfield (Principal and Chief Operating Officer) and Rudy Fuentes (Principal and General Counsel) also arrived at Perennial in April 2003. Previously, as colleagues at the DC law firms of Shaw Pittman and Manatt Phelps Phillips, they specialized in international

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## Optimos, Inc. Developed CMRS Solution Showcased at FOSE 2004

Optimos Inc, a leading provider of enterprise solutions, participated in FOSE 2004, one of the largest and longest-running technology tradeshow for government professionals held March 23rd through March 25th at the Washington D.C. Convention Center. Optimos showcased The National Archives and Records Administration Case Management and Reporting System (CMRS) which is a result of a successful partnership between the National Archives and Records Administration (NARA) and Optimos. The CMRS system to be demonstrated in Booth 1436 is nominated as a top 10 finalist in the "Federal Leadership Council Showcase of Excellence" category.

NARA's National Military Personnel Records Center (NPRC) manages 57 million veterans' personnel records for the five armed services. NPRC receives approximately 18,000 inquiries each week from Veterans, Government Agencies, the White House, Congressional Offices, family members and researchers to validate military burials, Veterans' medical care, home loans, education benefits, and service experience as well as documenting family and military history. Using CMRS, Veterans now receive benefits faster due to drastically improved cycle time for processing and responding to requests for personnel records information. 48% of casework now is answered in less than ten days compared to 5% before CMRS. 30% of customers now submit their requests via web.

CMRS development and deployment is the IT component of the total re-engineering of NPRC which focused on improving the inquiry response process, engaging the Center's staff in more challenging and rewarding work, employing technology to facilitate workflow, providing consistent, high-quality responses and gaining access to external, automated databases. Operating through a reimbursable agreement with DoD, NPRC has nearly completed its restructuring.



Sanjay Puri, President and CEO

The NARA-Optimos partnership has yielded a flexible, user oriented Case Management system based upon ideal, generic, and detailed system specifications. Other, special customization allows work to be assigned automatically by CMRS to over 300 technicians by priority, receipt date and skill set.

The NARA-Optimos team is completing development of a CMRS interface with millions of DoD electronic Official Military Personnel Folders (OMPF). In final testing and scheduled for a late March '04 deployment, CMRS automatically queries these databases to determine if an on-line record can satisfy a request. If so, CMRS orders the electronic record.

As enhancements continue, CMRS will offer a broader array of services. 10,000 Social Security Administration (SSA) caseworkers soon will access CMRS to support Veterans and their next-of-kin by submitting requests via a secure web connection and receiving responses electronically. A demonstration group of SSA offices already is using CMRS. Other government agencies soon will follow. Thousands of paper inquiries and associated data entry will be eliminated. The development team is also focusing on managing the status of paper records which are "loaned" to trusted agents away from the Center.

Already, weeks of waiting by Veterans to receive responses have been eliminated as 45% of requests are answered in less than 10 days. Customers receive interim updates via email or postcard on the status of their request and cycle-time for responding has been dramatically reduced. Final development work continues with three final modules to be completed this Fiscal Year. This project is a brilliant example of a successful contractor and government partnership.

According to Sanjay Puri, President and CEO of Optimos, "NARA is at the forefront of using enterprise computing solutions to improve productivity and overall customer service. Optimos is very proud to be supporting the National Archives and Records Administration on this project. We look forward to building on our successes established over the past three years at NPRC."

### About Optimos

Optimos provides state-of-the-art information technology solutions to Public Sector and Fortune 500 firms. Located in the Northern Virginia technology corridor, Optimos has been at the forefront of providing the Federal government with systems that empower agencies to quickly and effectively respond to record requests from constituents and other departments. These solutions not only improve customer service, they reduce paperwork and improve job satisfaction.

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trade, corporate diversity counseling, government contracts, and representation of domestic and foreign governments. Fuentes formerly had served as the Chief of Staff and Senior Advisor to the Director for the Minority Business Development Agency (MDBA) in the U.S. Department of Commerce, where he worked closely with the late Secretary Ronald H. Brown, Secretary Mickey Kantor and Secretary William Daley on matters pertaining to the development of small and minority businesses. Duckenfield has served in the U.S. Department of the Army General Counsel's Honors Program in the Pentagon, where his responsibilities included providing legal advice at the Secretary and three-star level on command, control and communications information technology; intellectual property; utilization of small and disadvantaged businesses; outsourcing; and alternate dispute resolution. Together, Duckenfield and Fuentes have access to contacts ranging from federal and foreign government officials and corporate executives to small businesses and leaders within the African American, Hispanic, Asian Pacific American, Native American, and gay and lesbian communities.

Perennial is not merely a men's club. In July 2003, Dana DeBeaumont joined Perennial as the firm's Director of Government Relations. A tenacious appropriations specialist, DeBeaumont has successfully secured more than \$55 million in appropriations for various projects. She was also responsible for coordinating a coalition of companies, law firms and organizations that successfully lobbied for a major change in the Continued Dumping and Subsidy Offset Act, which provides more than \$200 million annually for American companies.

Debra Anderson and Patricia Hackett are of counsel to Perennial. Anderson served for 13 years in the South Dakota State House of Representatives and was named National Legislator of the Year in 1987 by the National Republican Legislators' Association. She maintains a broad network of contacts in the White House, where she served during the first Bush Administration as the Deputy Assistant to the President and Director of the Office of Intergovernmental Affairs, reporting directly to Andrew Card (current Chief of Staff in the second Bush Administration). Hackett, too, has extensive experience at the state government level, having served her home state of Wisconsin for 34 years as an assistant to the directors of several state agencies. From 1992-2001, she served as scheduler for former Wisconsin Governor Tommy Thompson, now the Secretary for the U.S. Department of Health and Human Services.

One of the most recent additions to the Perennial team is Don Rosacker. Rosacker has directed multiple startup, turnaround and emerging growth organizations in technology, software development, identity management (biometrics), security, and defense matters. Having previously served as President of BIO-key International, Tekmercant.com, Mantech Corporation, and Daedal Systems, Inc., Rosacker now spearheads the Technology, Defense and Homeland Security Practice at Perennial.

With the addition of each of the above talented professionals, Perennial has been able to expand its range of practice areas through integrating their collective skills. In addition to government relations, Perennial Strategy Group now specializes in Global Diversity; Technology, Defense

and Homeland Security; Government Contracts; Health Care; State, Local and Municipal Government; and Native American matters. Perennial currently represents the National Basketball Referees Association (NBRA), a 59-member union, in its labor negotiations with the National Basketball Association (NBA). The NBRA's need for legal services prompted the formation of an affiliated law firm, Perennial Law Group (PLG). This latest venture promises to expand and prosper just as its sister company has. Messrs. Duckenfield, Fuentes, and McMorris are partners at PLG, and through PLG, Fuentes serves as General Counsel for the NBRA. Negotiations with the NBA to determine the parameters of a new Collective Bargaining Agreement began in February 2004, and McMorris serves as the Lead Negotiator for the NBRA.

Other representative clients include the food services giant Sodexo, for whom Perennial performed a corporate diversity review and audit; Hewlett-Packard, which draws on Perennial's Technology, Defense and Homeland Security Practice expertise; and 21st Century Technologies, on behalf of which Perennial seeks federal grants and appropriations to develop its emergency management technologies.

Perennial Strategy Group is redefining the image of a successful firm and intends to be a venerable new monument in Washington, D.C.

For more information about Perennial Strategy Group, visit [www.perennialsg.com](http://www.perennialsg.com).