



LAMBERT-ST. LOUIS
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Business Diversity Development MBE Success Story



Tommy L. Davis, Jr., President, TD4 Electrical, LLC

Tommy L. Davis, Jr. Pays It Forward

Success extends far beyond personal achievement and growing a thriving business for Tommy L. Davis, Jr. He measures success, in business and in life, by the positive impact he can have on the community. Davis' company, TD4 Electrical, LLC, is a certified



Minority Business Enterprise (MBE) electrical construction company located in South St. Louis City. The company, which celebrated its 10th anniversary in 2016, has already made its mark on the community in a variety of powerful ways.

Davis sees tremendous opportunity for community-wide minority business participation in the next 10 years.

"There are billions of dollars in construction projects on the horizon..."



Student volunteers from the NIYE assist with the TD4 book distribution..



TD4 provided warehouse space for a book distribution and coordinated volunteers to distribute a half million new books.

In 2015, Davis played a major role helping to distribute nearly 500,000 new books to children in the St. Louis metropolitan area and beyond. Davis then took the project one step further. Student volunteers from the non-profit National Institute of Youth Entrepreneurship (NIYE) were assisting with book distribution, so Davis enlisted representatives from several area construction companies to volunteer alongside the students, providing a valuable mentoring opportunity.

TD4 Electrical Begins a New Decade of Service

When it comes to giving back, Davis definitely walks the walk. He continually makes himself available for mentoring, business development panel discussions, and diversity forums. He is an executive member of the Clayco Career Development Initiative (CCDI), a non-profit that exposes

His biggest and most important contributions to the community, however, are the jobs that TD4 creates. TD4 is a union contractor employing 50 electricians and an office staff of 10. "Businesses have to create opportunities and create economic value. By hiring people we help the community help itself," he

minority students attending select North County schools to viable careers in design, and construction and provides guidance to MBE's to help grow their businesses. He is also an executive board member of the Boy Scouts of America.

explained. *Davis is proud to say, "TD4 leads all construction contractors in the City of St. Louis, minority or majority, in utilizing minorities and women in contracting."*



(L to R) Tom Endermuhle, TD4 V.P. of Operations; Tommy L. Davis, III, TD4 Project Manager; Tommy L. Davis, Jr., TD4 President

Davis' strong belief in relationship building and business development has evolved from his own professional journey. He "cut his teeth" in business development working at IBM, where he was integral in developing a multi-services platform called Technical Service Solutions (TSS), known today as IBM Global Services.

Davis has always been an entrepreneur at heart, and holds five U.S. patents. Davis founded TD4 in 2006, after experiencing firsthand the

He learned from those challenges which allowed him to develop a strong team under his own name, TD4. Davis hired Tom Endermuhle to run the operational side of the business. "Tom had a background in entrepreneurship and I did not. You hire to your greatest weakness. One person can't do it all," noted Davis. Three years ago the leadership team was expanded to include Davis' son, Tommy L. Davis III, who works on the project management side of the business. The elder Davis is proud to be building a legacy for the

challenges impeding construction industry diversity while consulting for large general contracting and construction management firms. next generation. He and his wife, Toni, have four children.

Davis Receives the 2016 Business Diversity Development Construction Service Award



(L to R) Amber Gooding, Airport Assistant Director of Community Programs and Business Diversity Development (BDD), Tommy L. Davis, Rhonda Hamm-Niebruegge, Director of Airports.

Davis stressed that building relationships and successful collaborations are keys to a successful business model. Obtaining MBE certification 10-plus years ago through Lambert Airport's Business Diversity Development was an important part of that process. He credits Amber Gooding, Airport Assistant Director of Community Programs and Business Diversity Development (BDD) with helping BDD grow into a complete business development agency, as opposed to being merely a certification body. "She came to the position with a

background in business development and finance, so my company has benefited from her leadership, understanding of relationship building and how to facilitate partnerships," he explained. Gooding presented Davis with the BDD Construction Service Award during the 2016 Business Diversity Forum.



While touting the benefits of certification, Davis cautions minority business owners to recognize that certification alone is not going to build your business or your client base. "Certification gives you an opportunity to participate; it doesn't close the contract," he said. "You have to perform at a high level and deliver the service in order to build and maintain trust with your customers." TD4 has done just that.

Major projects for the firm include the St. Louis Art Museum expansion, River City Casino by Pinnacle, Centene Headquarters, Washington University student housing, and Express Scripts. The company has had a service contract with Lambert Airport for generator maintenance which was recently renewed for another three years. TD4 has also worked as a prime contractor and a sub-contractor on multiple Airport construction contracts including Pasta House, Schlafly, and Jamba Juice restaurants.



Ever the visionary, Davis sees tremendous opportunity for community-wide minority business development in the next 10 years. There are billions of dollars in construction projects on the horizon, he said, such as NGA, BJC Hospital phase 2, Washington University's campus rejuvenation, Monsanto's phase 2, and St. Louis University's plans to build another hospital. "These projects will require participation from the minority construction community. We must look at teaming, partnering, and mentoring so that we can go after some of this work."



TD4 Electrical Headquarters

"We must work together to grow companies and grow capacity. From start-ups to prime contractors different size companies can participate at different levels." The teaming effort is going to be huge, and Davis is eager and ready to make it happen.