

More Than a Certificate: The Impact of Active Engagement

With over 20 years of construction industry experience, Dr. Trishanna Gifford has spent the last decade steering Blessed Staging and Construction toward excellence. Her hands-on leadership in commercial and residential remodeling is more than just a service; it is a testament to her sustained commitment to quality and professional growth. Since certifying as a Small Business Enterprise (SBE) with the School District of Palm Beach County in 2021, Dr. Gifford has become a blueprint for how visibility translates into opportunity. She understands that growth isn't passive, it is pursued. Her journey with the District has come full circle: once a participant in Small Business University, she is now returning to the platform as an expert. At an upcoming session on Cash Flow Mastery & Financial Stability, she will serve as a featured panelist, sharing her hard-earned expertise and real-world experiences to help fellow small business owners navigate the complexities of fiscal growth. By immersing herself in the District's ecosystem, from the 2025 Goods & Services Summit to these coaching roles, she has transitioned from a certified vendor to a leading voice and trusted partner.

This proactive engagement culminated in a high-impact partnership with Moss & Associates on the West Area Elementary School project. Serving as a key subconsultant, Dr. Gifford led outreach campaigns that bridged the gap between small businesses and large-scale District projects. Her efforts expanded the impact of the entire project by connecting over 100 subcontractors to opportunities and fostering collaboration between prime contractors and local talent.

Ultimately, Dr. Gifford's path proves a vital industry truth: certification is the key, but engagement is the door. To achieve strategic growth, subcontractors must move beyond the paperwork. By actively participating with the Office of Small Business Development, contributing as a mentor, and showing up consistently, businesses position themselves to be seen, connected, and selected for the work that builds our community.