

November 2010



# INROADS

Paving the Way for Montana's Disadvantaged Business Enterprises



Montana Department of Transportation  
DBE Program  
Civil Rights Bureau  
P.O. Box 201001  
Helena, MT 59620-1001

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**Don't let this guy get away with it!**

There is a letter going around to small businesses that appears to be from the U. S. Department of Transportation. The letter is asking for you to submit your financial information to them so they can make procurement decisions. The USDOT does not and will not ask for financial information to make procurement decisions. Don't be fooled, if you get a general letter stating that you need to part with your private, financial information, you don't. Don't give out the information unless you have initiated the contract with the agency.

## DBE Focus Group Update

The DBE Focus Group met again on November 4<sup>th</sup>. The group had some great ideas for the program. Some items mentioned were a "best practices" program where we would collect information from other DBEs and share them with other DBEs. If you have a "best practice", something that works really well for you and your company, send it in and we will publish it.

Another item that was discussed was beginning a lecture series that could be filmed and available for viewing on the internet. We could choose different topics and then put them all together for viewing anytime.

Other subjects that were discussed were more focus on the Professional Services side, the need for networking, following up on leads, how to put together bids, Human Resources, Safety, Insurance and anything that has to do with small businesses. These are all great ideas that should continue to make DBEs successful. The Supportive Services Coordinator is busily working to make these suggestions a reality, so stay tuned. You don't want to miss the upcoming opportunities!

## Goal Update

The annual overall goal was submitted to the Federal Highway Administration (FHWA) for approval. The Goal is currently under review by a team dedicated to getting all the goals reviewed in a timely manner. The Montana Department of Transportation (MDT) submitted an overall agency goal of 5.83%. Within the goal, MDT has proposed a 3.27% Race Neutral goal and a 2.56% Race Conscious goal. Race-Neutral goals are activities or programs that benefit and assist all small business equally. Race-Conscious measures, such as the use of individual contract goals, are those measures and programs that focus on specifically assisting underutilized DBEs as determined by their race or gender. If approved, a committee will be formed to set project specific goals. This would mean that all projects with work that ready, willing and able DBEs could do would have a goal on them. The goals would vary based on the work included in the contract to attempt to achieve the meet the overall annual goal.



# INROADS

## Bid and Contracting Opportunities

Welcome,  
Recently  
Certified DBEs!

Loree Olson  
**Progress Plumbing**  
Residential, Commercial  
Plumbing and Utilities

Gypsy Holman  
**Walker River**  
**Construction**  
Residential and  
Commercial  
Construction, Highway  
Construction

Kimberly Luse  
**Becoming Happy**  
**Coaching**  
Hypnotherapy, Coaching,  
Business Management



Money is available to highway related DBEs for training and travel. The year started over October 1<sup>st</sup>, so even if you got money this calendar year, you could be eligible for more!

You must be a certified highway-related DBE and get **prior** approval from Shannon, it's that easy and it's first come, first served.

This year's grants are:

**\$250 for travel/per diem costs**

**\$750 for training costs (this can be for you or your employees)**

### MONTANA DEPARTMENT OF TRANSPORTATION

MDT holds two bid lettings each month.

Proposed for letting January 2011

UPN/UNIT	PROJECT ID	FINANCIAL DISTRICT	PROJECT DESIGNATION	TYPE OF CONSTRUCTION	LENGTH MILES
6924 000	IM 90-4(65)230	2	HOMESTAKE PASS-E & W	MINOR REHABILITATION	9.7
6424 000	HSIP 280-1(23)15	3	SF079 YORK RD-NE OF HELENA	ROADWAY & ROADSIDE SAFETY IMPROVEMENTS	
6699 000	HSIP 8-2(76)50	3	SF089 SIGNAL JCT S-518	TRAFFIC SIGNALS & LIGHTING	
6894 000	IM 90-3(105)189	1	DEER LODGE-RACETRACK	MINOR REHABILITATION	5.3
6969 000	IM 94-3(61)116	4	HATHAWAY-E & W (WB)	RESURFACING-ASPHALT (THIN LIFT<=60.00MM)(INCLUDING SAF. IMP.)(PAVE PRES)	14.0
6904 000	NH 1-2(166)184	1	JAVA – DEVIL CREEK	RESURFACING-ASPHALT (THIN LIFT<=60.00MM)(INCLUDING SAF. IMP.)(PAVE PRES)	5.6
6963 000	NH 24-3(38)100	3	SIMMS – JCT S-434	RESURFACING-ASPHALT (THIN LIFT<=60.00MM)(INCLUDING SAF.IMP.)(PAVE PRES)	16.6
4811 000	BR 9007(43)	3	BELT CR-BRIDGE STREET-BELT	BRIDGE REPLACEMENT WITH NO ADDED CAPACITY	
7025 000	BH 9026(19)	3	PUGSLEY BR-SCOUR PROTECTION	MINOR BRIDGE REHABILITATION	
4553 000	MT-CM 1099(32)	5	6 <sup>TH</sup> AVE N TO BENCH BLVD-BLGS	NEW CONSTRUCTION	
6322 000	STPE 7(46)	3	SIDEWALKS-BELT	CTEP PEDESTRIAN AND BICYCLE FACILITIES	

The State of Montana offers one stop vendor information at the following link:

<http://svc.mt.gov/gsd/onestop/SolicitationDefault.aspx>

This website contains information from all agencies that are soliciting a contract. Check it out!

### Do you or your employees need some specialized training?

**If you need some training for your employees or you would like the DBE program to conduct training or consulting, contact Shannon at 444-7287 and she can set it up!**

**And watch for upcoming training... January, February and March are BIG training months!**

*Innovation distinguishes between a leader and a follower.*

**Steve Jobs**

### MDT Awarded Contracts for July and August and DBE participation:

Prime <i>DBE</i>	Location	Project	DBE Participation
Frontier West LLC	Amsterdam Rd – Drainage Br	STPS 347-1(3)3	0.00%
Helena Sand & Gravel Inc <i>Fencecrafters – Helena</i>	Culvert – NE of Rogers Pass	NH 24-3(36)100	2.02%
Jim Gilman Excavating Inc <i>Arrow Striping</i>	Daly St – 2 <sup>nd</sup> to Main (Butte)	UPP 1801(10)	2.80%
Knife River – Belgrade	Bozeman Hill-E & W	IM 90-6(128)318	2.41%
Nelcon Inc <i>Highway Specialties</i>	Marias Pass-East	NH 1-3(62)198	28.71%
Riverside Contracting Inc-Msla <i>Highway Specialties</i>	JCT S-227/228 – Mehmke Hill	NH 60-2(90)82	8.92%
Riverside Contracting Inc – Msla <i>Arrow Striping</i>	Bridger-South	NH 4-1(19)13 F	.66%
SK Construction Inc	Havre-East	NH 1-6(63)386	.80%
<b>Average Participation</b>			<b>3.23 %</b>



My apologies to Promark, I did not list them last month as getting a subcontract on the Victor Urban project. Good job Promark!



*Congratulations!*

*Tanya Chemodurov of Abatement Contractors of Montana, LLC received the 8a business of the year from the Small Business Administration. Good job Tanya!*

## Leveraging Loyalty: How to Keep Customers Hooked

By Teri Evans

Published October 07, 2010 FOXBusiness

Attracting new customers is an obvious way to grow your business, and often the primary focus of a small business owner. But like any important relationship, experts say it's what you do after you win the business that really determines long-term success. Here are five cost-effective ways to keep customers coming back without coupons, gimmicks or giveaways.

**Don't wait for complaints to step up the charm.** Use a personal touch to cement the relationship with your most loyal customers. A simple handwritten card letting them know you appreciate them will stand out far more than a mass e-mail. In a high-tech world where few people put pen to paper anymore, receiving a snail-mail note makes customers feel special. Making an unexpected phone call to check in with the customers who bring in the greatest revenue will also leave a lasting impression. And be consistent, contact them every 30 to 90 days, but remember that it should always be a sincere gesture of appreciation -- not an attempt to sell them more stuff.

**Start from the inside out.** Experts say you also must consider the trickle-down effect your employees have on the customer experience. Look at how you're treating your employees. Are you setting them up to serve customers in a way that makes the experience special, unique and different? Experts suggest surveying your team regularly, asking about their interactions with customers. You can also create a "service purpose" that underscores your customer-centric focus.

**Personalize the connection.** Look for ways to celebrate your customers' successes that have nothing to do with you. For example, if you own a tech company and the law firm you developed software for just won a major award for their pro-bono work -- make a point to acknowledge it. It's fairly simple to find out about customer accolades by subscribing to customers' own newsletters or even setting up a [Google](#) alert. You can also publicize their successes in your own company newsletter.

Reaching out to customers on a social level can also personalize a connection that might otherwise remain strictly transactional. One creative services agency threw a party every year based on jambalaya, a spicy Creole dish -- and invited its customers to join the fun. Each person was asked to bring a specific ingredient, so everyone contributed to the food being made. It was a fun, different way to bring customers closer; they were all pulling together on something that had nothing to do with business.

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## MDT Civil Rights Bureau Directory

Wendy Stewart DBE Program Manager/Certifications	<a href="mailto:westewart@mt.gov">westewart@mt.gov</a>	(406)444-6337
Shannon Hahn DBE Supportive Services Coordinator	<a href="mailto:shahn@mt.gov">shahn@mt.gov</a>	(406)444-7287
Andy Hyatt-Marcucci Compliance Technician	<a href="mailto:ahyattmarcucci@mt.gov">ahyattmarcucci@mt.gov</a>	(406)444-6331
Alice Flesch ADA Coordinator	<a href="mailto:aflesch@mt.gov">aflesch@mt.gov</a>	(406)444-9229
Bill Anderson Title VI & EEO Compliance Specialist	<a href="mailto:bianderson@mt.gov">bianderson@mt.gov</a>	(406)444-6334
Kathy Terrio EEO & Labor Compliance Specialist	<a href="mailto:kterrio@mt.gov">kterrio@mt.gov</a>	(406)444-9270
Sheila Cozzie Civil Rights Bureau Chief	<a href="mailto:scozzie@mt.gov">scozzie@mt.gov</a>	(406)444-6335

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Create an inner circle -- and let them in. If you're developing a new product or program, consider bringing in your most loyal customers to serve as a focus group. That way you're tapping the customer as a resource and developing a different type of relationship, which is actually more of a partner and showing them that you appreciate the feedback and value their input. Ask them their opinion on your new offering. What do they love about it? What do they think is wrong? Would they even use it? Asking specific questions and really listening to their answers can not only build customer loyalty--but also help build your brand.

**Pay attention.** One of the simplest, yet oft-overlooked, ways to keep your customers coming back is to pay attention. Stay alert to potential problems and ask for feedback. Do it early and often -- and be specific. A lot of business owners focus so much on getting, getting, getting and pulling in the fish, and then they forget to ask all along the way how things are going. You have to keep a pulse on what's happening with your customers.

## Meetings, Workshops, and Training Opportunities

### December

- 11/30 Liens, Bonds & Notices  
Getting paid faster, protect your small business and avoid lawsuits  
6-9 pm Hilton Garden Inn, **Billings**  
Cost: \$25 for one session, \$40 for two  
Contact: Shannon 444-7287
  
- 12/1 Subcontractor Pocket Book Issues  
How to get your money back from the government, payment timelines, proposed legislation  
7-9 am Hilton Garden Inn, **Billings**  
Cost: \$25 for one session, \$40 for two  
Contact: Shannon 444-7287
  
- 12/1 Liens, Bonds & Notices  
Getting paid faster, protect your small business and avoid lawsuits  
6-9 pm Homewood Suites, **Bozeman**  
Cost: \$25 for one session, \$40 for two  
Contact: Shannon 444-7287
  
- 12/2 Subcontractor Pocket Book Issues  
How to get your money back from the government, payment timelines, proposed legislation  
7-9 am Homewood Suites, **Bozeman**  
Cost: \$25 for one session, \$40 for two  
Contact: Shannon 444-7287

### Watch for Workshops on...



**Stress Management for Small Business**

**Downsizing Recovery**

**HR for the Non HR Manager**

**Workplace Handbooks**

**Marketing Basic's**

**RSMears – Construction Estimating**

**Pavement Preservation - Slurry Seal**

**Bonding – How, What, Why**

**Register at:**

[www.app.mt.gov/cgibin/confreg2/index.cgi?CONFERENCE\\_ID=603&ACTION=INTRO](http://www.app.mt.gov/cgibin/confreg2/index.cgi?CONFERENCE_ID=603&ACTION=INTRO)