

June 2011



INROADS

Paving the Way for Montana's Disadvantaged Business Enterprises



Montana Department of Transportation
DBE Program
Civil Rights Bureau
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Small Businesses Received a Record High, Nearly \$100 Billion in Contracts

WASHINGTON – The federal government awarded nearly \$100 billion in federal contracts to small businesses in Fiscal Year (FY) 2010, showing an increase in federal prime contract dollars to small businesses for the second straight year after four years of decline.

The U.S. Small Business Administration announced that in FY 2010 (Oct. 1, 2009 – Sept. 30, 2010), small businesses won a record \$97.95 billion in federal contracts, or 22.7 percent of eligible contracting dollars. This marks the largest single year increase in more than five years, and is a significant improvement over FY 2009, when 21.9 percent of contracting dollars were awarded to small businesses.

“When the federal government gets contracts into the hands of small businesses, it is a ‘win-win’ situation: small businesses have the opportunity to grow and create jobs and the federal government gets access to some of the most innovative and nimble entrepreneurs,” said SBA Administrator Karen G. Mills. “We are proud of the achievement the government has made in, but are determined that the government will meet and exceed the goal. SBA is focused on a number of key initiatives to help increase small business contracting opportunities, as well as combat fraud, waste or abuse. These efforts will ensure the benefits of our programs continue to go to the intended recipients.”

Additionally, the SBA released the FY 2010 Small Business Procurement Scorecards, which provides an assessment of each agency’s yearly small business contracting achievement against its goal with a grade A through F. Ten agencies’ grades increased from FY 2009, 10 agencies’ grades stayed the same and four agencies’ grades decreased. The agency breakdown is as follows: 13 agencies received an “A”, 5 agencies received a “B”, 4 agencies received a “C”, 2 agencies received a “D”.

The federal government received a “B” on the government-wide Scorecard, just less than one point short of an “A”. This grade reflects significant efforts by federal agencies toward meeting the 23 percent statutory goal, but indicates the need for continued improvement.

The FY 2010 Goaling Report and Scorecards also reflect efforts to strengthen the integrity of the contracting data and more thoroughly address errors. While each federal agency is responsible for ensuring the quality of its own contracting data, SBA conducts additional analyses to help agencies identify potential data anomalies. As part of its ongoing data quality efforts, the SBA is working with federal agency procurement staff to provide tools to facilitate review of data, implement improvements to procurement systems and conduct training to improve accuracy.

Over the past year, SBA has been focused on a number of initiatives to help the government meet the 23 percent goal, ensure the accuracy of data and prevent waste, fraud or abuse, including:

- Implementation of the Small Business Jobs Act of 2010 – The Act included 19 provisions related to increasing opportunities for small business contracting and minimizing fraud, waste or abuse in the programs. One of the key provisions is related to work force training to ensure that the procurement work force receives adequate training on small business programs.
- Interagency Task Force on Federal Contracting Opportunities for Small Businesses – The President established a Task Force to identify recommendations to increase opportunities for small businesses to compete for and win federal contracts. The Task Force developed 13 recommendations, which SBA is in the process of implementing.
- Collaboration with White House and Senior Agency officials – SBA is collaborating with the White House to ensure senior officials at each agency are aware of their role in meeting the government-wide small business contracting goal and holding them accountable to the goals.
- Women-Owned Small Business Federal Contract Program – This new program will allow contracting officers to set-aside contracts for women-owned small businesses for the first time in fiscal year 2011.
- Revised 8(a) Business Development Regulations – SBA recently published new regulations for this program for the first time in over a decade. These revisions will help ensure the benefits of the 8(a) program go to the intended recipients. SBA is in the process of implementing these revisions.

Welcome, Recently Certified DBEs!

Rob Giles Electric Inc
Shirley Giles
Residential &
Commercial Electrical

Trinity Contractors Inc
Jerry Kittson
Building – General
Contractor, Site
Preparation, Water
Sewer Lines

C A Matt
Colleen Matt
Consulting, Public
Involvement

Timberline Contracting
Inc
Kathy Burns
Bridge Repair
General Contractor

Do you know someone who could be a DBE?

If they are a small business owned by a minority or a woman and have less than \$1,320,000 in personal net worth and less than \$22.41 million in annual sales averaged over the last 3 years, they may qualify! Tell them to contact Wendy Stewart, DBE Program Manager at 406-444-6337 or westewart@mt.gov for an application packet.

Bid and Contracting Opportunities

MONTANA DEPARTMENT OF TRANSPORTATION MDT holds two bid lettings each month.

Proposed for letting July 2011

UPN/UNIT	PROJECT ID	FINANCIAL DISTRICT	PROJECT DESIGNATION	TYPE OF CONSTRUCTION	LENGTH MILES
5830 000	IM 90-1(160)6	1	SALTESE-WEST	RESTORATION & REHAB PCCP	5.5
7362 000	STPP 80-1(25)15	3	GERALDINE – ARROW CR	RESURFACING – CRACK SEALING	28.4
2024 001	STPP 22-2(20)24	4	JCT S-374-WEST	RECONSTRUCTION – WITHOUT ADDED CAPACITY	6.2
6531 001	IM 15-4(129)229	3	I-15: AUGUSTA INTCH-CRAIG	MAJOR REHABILITATION-WITHOUT ADDED CAPACITY	4.5
6951 000	STPS 205-1(43)16	2	BELGRADE – WEST	RESURFACING-ASPHALT(THIN LIFT<=60.00MM)(INCLUDING SAF. IMP.)(PAVE.PRES)	2.6
7472 000	UPP 0605(2)	2	W MAIN-BOLINGER TO JR LN BELGRADE	RESURFACING-ASPHALT(THIN LIFT<=60.00MM)(INCLUDING SAF. IMP.)(PAVE.PRES)	0.9
5385 000	HSIP 60-2(69)96	3	2002-10 TH AVE SO/FOX FARM RD – GF	ROADWAY & ROADSIDE SAFETY IMPROVEMENTS	

101 Small Business Marketing Activities

Small Business Marketing Ideas, Strategies & Activities You Can Do Today

By [Alyssa Gregory](#), About.com Guide

Marketing Planning

1. Update or create a marketing plan for your business
2. Revisit or start your market research
3. Conduct a focus group
4. Write a unique selling proposition (USP)
5. Refine your target audience and niches.
6. Expand your product and service offerings.

Marketing Materials

7. Update your business cards.
8. Make your business card stand out from the rest.
9. Create or update your brochures.
10. Create a digital version of your brochure for your website.
11. Explore a website redesign.
12. Get creative with promotional products and give them away at the next networking event you attend.

In-Person Networking

13. Write an elevator pitch.
14. Register for a conference.
15. Introduce yourself to other local business owners.
16. Plan a local business workshop.
17. Join your local chamber of commerce.
18. Rent a booth at a trade show.

Marketing

DBE participation for MDT Awarded Contracts for February and March:

Prime <i>DBE</i>	Location	Project	DBE Participation
Century Companies Inc	Brassey St – Casino Cr-Lwtn	UPP 7199(21)	0%
CMG Construction Inc <i>West River Striping</i>	Sidney – Southwest	NH 20-2(21)50	3.74%
Helena Sand & Gravel Inc	Simms Jct S-434	NH 24-3(38)100	15.67%
Hi Tech Rockfall Construction Inc	Rock Scaling 20 M-N St Regis	STPP 25-1(18)16	0%
Knife River – Missoula <i>Promark</i>	Evaro Hill	NH 5-1(51)4	3.19%
Riverside Contracting Inc – Msla <i>Hardrives Construction</i>	West of Havre – East	NH 1-6(81)355	10.52%
Riverside Sand & Gravel Inc <i>Arrow Striping</i>	6 th Ave N to Bench Blvd – Blgs	MT-CM 1099 (32)	1.00%
Scarsella Brothers Inc	Clagget Hill Slide	STPS 236-1(13)45	0%
Schellinger Const Co Inc	Java-Devil Creek	NH 1-2(166)184	0%
Sletten Construction Company <i>Gaston Engineering Highway Specialties</i>	Sidewalks – Belt Belt Cr-Bridge Street-Belt	STPE 7(46) & BR 9007(43)	5.73%
Stillwater Excavating	2001-Sfty-E Springdale W Int	HSIP 90-7(87)351	0%
United Materials of Great Falls Inc <i>Highway Specialties</i>	Central Ave West (GTF)	NH 103-1(13)0	8.96%
Average Participation			3.89 %

Direct Mail

19. Launch a multi-piece mail campaign.
20. Create multiple approaches, and split test your mailings to measure impact.
21. Include a clear and enticing call to action on every direct mail piece.
22. Use tear cards, inserts, props and attention-getting envelopes to make and impact with your mailings.
23. Send past customers free samples and other incentives to regain their business.

Social Media Marketing

34. Get started with social media for business.
35. Create a Facebook page.
36. Get a vanity URL or username for your Facebook page.
37. Create a Twitter account.
38. Reply or retweet someone else on Twitter.
39. Setup a Foursquare account for your business.
40. List your business on Google Places.
41. Start a business blog.
42. Write blog posts on a regular basis.
43. Start social bookmarking your online content.
44. Create a Groupon.

Advertising

24. Advertise on the radio.
25. Advertise in the Yellow Pages.
26. Advertise on a billboard.
27. Use stickers or magnets to advertise on your car.
28. Take out an ad in your local newspaper.
29. Advertise on a local cable TV station.
30. Advertise on Facebook.
31. Advertise on LinkedIn.
32. Buy ad space on a relevant website.
33. Use a sidewalk sign to promote your specials.

101 Small Business Marketing Activities Continued

Marketing with Content

45. Plan a free teleconference or webinar.
46. Record a podcast.
47. Write a press release.
48. Submit your press release to various distribution channels.
49. Rewrite your sales copy with a storytelling spin.
50. Start writing a book.

Marketing

MDT Civil Rights Bureau Directory

Wendy Stewart DBE Program Manager/Certifications	westewart@mt.gov	(406)444-6337
Shannon Hahn DBE Supportive Services Coordinator	shahn@mt.gov	(406)444-7287
Andy Hyatt-Marcucci Compliance Technician	ahyattmarcucci@mt.gov	(406)444-6331
Alice Flesch ADA Coordinator	aflesch@mt.gov	(406)444-9229
Bill Anderson Title VI & EEO Compliance Specialist	bianderson@mt.gov	(406)444-6334
Kathy Terrio EEO & Labor Compliance Specialist	kterrio@mt.gov	(406)444-9270
Patti McCubbins Civil Rights Bureau Chief	pmcubbins@mt.gov	(406)444-6042

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 TTY: (800)335-7592



Internet Marketing

51. Start a Google Adwords pay-per-click campaign.
52. Start a Microsoft adCenter pay-per-click campaign.
53. Comment on a blog post.
54. Record a video blog post.
55. Upload a video to YouTube.
56. Check your online directory listings and get listed in desirable directories.
57. Set up Google Analytics on your website and blog.
58. Review and measure your Google Analytics statistics.
59. Register a new domain name for a marketing campaign or a new product or service.
60. Learn more about local search marketing.
61. Track your online reputation.
62. Sign up for the Help a Reporter Out (HARO) email list.

Email Marketing

63. Create an email opt-in on your website or blog.
64. Offer a free download or free gift to make people willing to add their email address to your list.
65. Send regular emails to your list.
66. Start a free monthly email newsletter.
67. Use A/B testing to measure the effectiveness of your email campaigns.
68. Perfect your email signature.
69. Add audio, video and social sharing functionality to your emails.

More Marketing Ideas...

Marketing Help

90. Hire a marketing consultant.
91. Hire a public relations professional.
92. Hire a professional copywriter.
93. Hire a search engine marketing firm.
94. Hire an intern to help with daily marketing tasks.
95. Hire a sales coach or salesperson.

Marketing

Contests, Coupons and Incentives

70. Start a contest.
71. Create a coupon.
72. Create a "frequent buyer" rewards program.
73. Start a client appreciation program.
74. Create a customer of the month program.
75. Give away a free sample.
76. Start an affiliate program.

Marketing

Relationship Building

77. Send out a customer satisfaction survey.
78. Ask for referrals
79. Make a referral.
80. Help promote or volunteer your time for a charity event.
81. Sponsor a local sports team.
82. Cross-promote your products and services with other local businesses.
83. Join a professional organization.
84. Plan your next holiday promotion.
85. Plan holiday gifts for your best customers.
86. Send birthday cards to your clients.
87. Approach a colleague about a collaboration.
88. Donate branded prizes for local fundraisers.
89. Become a mentor.

Unique Marketing Ideas

96. Get a branded tattoo.
97. Create a business mascot to help promote your brand.
98. Take a controversial stance on a not industry topic.
99. Pay for wearable advertising
100. Get a full-body branded paint-job on your company vehicle.
101. Sign up for online business training to revamp, expand and fine tune all of your marketable skills.

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