

the DBE

SPECIAL CONFERENCE EDITION

Transporter



WHAT'S INSIDE

- ▶ Letter from the Director
- ▶ Liaison's Corner, Myron Frierson
- ▶ Administrator's Corner, Pat Collins
- ▶ What's Being Offered, 25th Annual Small Business Development Conference
- ▶ Keynote Speakers Conference Agenda
- ▶ Registration Form
- ▶ In the News, Hats off to C&D Hughes!
- ▶ Calendar of Events





Gloria J. Jeff, Director

DEAR FRIENDS: _____

As we begin our year-long Centennial celebration, we want to be sure to include everyone who has in some way helped shape Michigan's transportation system. Governor Jennifer Granholm often emphasizes the role that transportation plays in helping Michigan become an economic magnet to business, increasing the growth of our economy, and improving our quality of life. Team MDOT is faced with an extraordinary opportunity to contribute to the success of our state. As business owners, community leaders and public employees, you undoubtedly also have a keen interest in Michigan's success.

It is because of your diligent efforts to make Michigan a great place to live, work and play that we take great pride in hosting our 25th Annual Small Business Development Conference in Pontiac, March 21-22, 2005. This is an opportunity for us to express to you our support and appreciation. I look forward to sharing with you the future direction of the department and listening to any concerns that you may have about the impact of MDOT's future direction on your business.

In this special conference edition newsletter you will learn about some of the dynamic individuals who you will encounter in Pontiac. You will also learn about the workshops that this year's planning team has been coordinating. The most important page of this newsletter is the last one – the registration form. If you haven't filled one out yet, do so today! You won't regret it.

The past 100 years of transportation have been memorable ones...let's work together to make the next 100 years even better. Thank you for taking these two days out of your busy schedule to join us and I look forward to seeing you there.

Sincerely,

A handwritten signature in black ink that reads "Gloria J. Jeff". The signature is fluid and cursive.

Gloria J. Jeff, Director
Michigan Department of Transportation



Myron Frierson, Deputy, F & A
DBE Liaison Officer

LIAISON'S CORNER

It is time again for us to look ahead collectively to the bright future of MDOT's Disadvantaged Business Enterprise (DBE) Program. Our annual conference is an opportunity for team building. This annual gathering allows us to provide general business tips for any type of firm, as well as share insights on how to be successful when bidding on MDOT projects.

This year's conference will feature a number of powerful keynote speakers – including our own Director Gloria Jeff. Throughout this newsletter you will have an opportunity to learn more about some of these speakers including: former Lansing Mayor David Hollister; political guru Bill Ballenger; successful entrepreneur Frank Taylor; and the founder of the highly successful public relations firm The Rossman Group, Kelly Rossman. You also will get a glimpse into the sessions which were designed with you in mind.

I encourage you to read the information in this newsletter regarding the DBE Conference and register now! Space is limited. Since there is no cost to attend, registration will be accepted only for a limited number of registrants. The registration deadline of March 4, 2005 is quickly approaching.

I look forward to seeing you in March!



Pat Collins,
DBE Program Administrator

ADMINISTRATOR'S CORNER

As I've participated in training sessions, networking sessions, certification and prequalification workshops, and other functions, I have been able to interact with a lot of you. Many of you have asked the following questions:

- *How do I get bonded?*
- *How can I increase my credit line?*
- *What is a contract waiver/modification?*
- *What must I do, as a prime contractor, to demonstrate a good faith effort?*
- *What does the U.S. Small Business Administration have to offer my business?*
- *How do I get an information technology, or a statistical study contract?*
- *How do I get an MDOT contract when I design buildings – not roads?*
- *What changes are being made to the consultant services process and how will these changes impact certified DBEs?*
- *How do I better market and promote my business?*
- *How do I know whether or not I should sign a contract/subcontract?*

These questions, as well as many other, will be answered at our 25th Annual Conference. It will be an event that you cannot afford to miss. I look forward to meeting and greeting each of you on March 21st and 22nd.



**small
business
development**

**25th
ANNIVERSARY**

Conference

WHAT'S BEING OFFERED

The conference planning committee has a number of exciting workshops planned for each day of the conference. Here is a complete listing of the sessions that will be offered each day, including a brief description of their content. It is important to note that this year each of these sessions will be offered only once during the conference.

▪ 10 STEPS TO RUNNING A SUCCESSFUL BUSINESS

This session will provide key information regarding the top 10 business practices that will ensure your firm's success.

▪ USING THE MEDIA TO PROMOTE YOUR BUSINESS

This session will focus on how television and print media, as well as the Internet, can be used to promote a business and increase contracting potential.

▪ SECURING YOUR COMPANY'S FINANCIAL POSITION

Receive information about how to secure a credit line, obtain bonding, and meet other financial needs of your company.

▪ GETTING A CONTRACT WITH THE STATE OF MICHIGAN

The state of Michigan has several departments that hire private contractors. Officials from the Department of Management and Budget will focus on how to get contracts with these departments.

▪ MARKETING YOUR BUSINESS TO IMPROVE YOUR BOTTOM LINE

This session will focus on some tools an entrepreneur can use to promote their business and improve their contracting opportunities.

▪ SBA – FREE RESOURCES FOR SMALL BUSINESSES

Representatives from the U.S. Small Business Administration will be on hand to provide useful information about free resources available to small firms.



▪ **READING THE FINE PRINT –
CONTRACT DOS AND DON'TS**

This session will provide legal insight into what every business owner should know before signing a contract.

▪ **UNDERSTANDING WAIVERS, CUF
AND GOOD FAITH EFFORTS**

This session is targeted for prime contractors. It is designed to provide detailed information about important legal aspects of the DBE program. U.S. DOT officials will serve as presenters.

▪ **HOW TO GET A
NON-CONSTRUCTION CONTRACT**

MDOT personnel from Transportation Planning, Aeronautics, Real Estate, Facilities Management and Information Technology will be on hand to provide important information on how to obtain a non-construction contract with MDOT.

▪ **CONSTRUCTION
CONTRACTING
SUCCESS:
WHAT EVERY BUSINESS
OWNER SHOULD KNOW**

This session will provide an update and details on how to successfully bid on MDOT construction contracts.

▪ **SERVICE CONTRACTING SUCCESS:
WHAT EVERY BUSINESS OWNER
SHOULD KNOW**

This session will explain the many changes currently taking place in the service contract arena. This is an important session for architectural, engineering and other related design firms.

▪ **TOOLS FOR SUCCESSFUL
PROJECT MANAGEMENT**

Learn what critical information you need to know once you've obtained an MDOT prime or subcontract. These details will help a contractor successfully perform on an MDOT project.





March 21 and March 22
Marriott Hotel, Pontiac, Michigan

Keynote Speakers



Gloria J. Jeff is director of the Michigan Department of Transportation (MDOT), and a transportation industry expert, with extensive government and private sector experience.



David C. Hollister is director of the Michigan Department of Labor & Economic Growth (DLEG). He formerly served as mayor of Lansing.



Kelly Rossman is the founder, president and chief executive officer of the Rossman Group. She has been recognized as one of Michigan's "Most Influential Women."



Frank Taylor is co-owner of Sweet Georgia Brown, a restaurant in Detroit's Greektown, and a successful business owner.



Bill Ballenger is editor of the popular newsletter, "Inside Michigan Politics." He also hosts the radio talk show "News Talk" on WKAR-FM 870 at Michigan State University.

Conference Agenda

Day 1 - Monday, March 21

7:00 Registration starts
7:00 Breakfast
8:00 DBE Program Overview
9:00 Keynote Address by MDOT Director Gloria J. Jeff

10:15 - 11:30 am Breakout Sessions

- 10 Steps for Running a Successful Business
- Securing Your Company's Financial Position
- Marketing Your Business To Improve Your Bottom Line
- SBA – Free Resources for Small Businesses

11:45 - 12:30 noon Breakout Sessions

- Using the Media To Promote Your Business
- Reading the Fine Print – Contract Dos and Don'ts
- Understanding Waivers, CUF and Good Faith Efforts
- Getting a Contract with the State of Michigan

1:00 Lunch- speaker David C. Hollister
General Session - speaker Bill Ballenger
Open House (DBE, Prime, MDOT Networking Session)
6:00 Reception

Day 2 - Tuesday, March 22

7:00 Registration starts
7:00 Breakfast
8:00 DBE Program Overview
9:00 Keynote Address - speaker Frank Taylor

10:15 - 11:30 am Breakout Sessions

- How to Get a Non-Construction Contract (Planning, Aero, Real Estate, IT)
- Construction Contracting Success: What Every Business Owner Should Know
- Service Contracting Success: What Every Business Owner Should Know
- Tools for Successful Project Management

12:00 Lunch - speaker Kelly Rossman
Closing Comments from MDOT DBE Administrator Patricia Collins

Registration Form



March 21 and March 22 • Marriott Hotel, Pontiac, Michigan
Deadline for registration(s) Friday, March 4, 2005

Please return to:

Connie Durham

425 W. Ottawa, P.O. Box 30050, Lansing, MI 48909

Toll free: 866-DBE-1264 (fax) 517-335-0945

Note: There is no registration fee for this conference.

Conference space is limited so be sure to register early!

All conference attendees are responsible for making their own hotel accommodations. Rates at the Marriott are \$109.50 per night, just mention the MDOT DBE conference.

Marriott Hotel, 800-579-8395

Pontiac at Centerpoint, 3600 Centerpoint Parkway, Pontiac, MI 48341

Cut along dotted line. Mail or fax to Michigan Department of Transportation

2005 MDOT Small Business Development Conference

Company Name:		
Participant Name:		
Address:		
City:	State:	Zip:
e-mail:		
Phone:	Fax:	

IN THE NEWS

HATS OFF TO C & D HUGHES!

Congratulations to C & D Hughes for graduating from the DBE Program. C & D Hughes has been in business for over 23 years and has three divisions of operations: milling, joint repair, and dirt and pipe. C & D Hughes now maintains a staff of over 100 persons during peak construction seasons. This firm is a true DBE Program success story.

CALENDAR OF EVENTS FOR DBE'S

FEBRUARY 2005

- 22 - Business Tax Preparation, Financial Statements & Understanding the IRS (Grand Rapids)
9:00 – 4:00 p.m.
Crowne Plaza Hotel, 5700 28th Street
- 24 - DBE Orientation (Livonia)
10:00 – 3:30 p.m.
Holiday Inn, 17123 N. Laurel Park Drive
- 24 - Tech Assistance & Networking (Livonia)
4:00 – 7:00 p.m.
Holiday Inn, 17123 N. Laurel Park Drive
Session targeted to Architectural, Engineering, Construction and Prime contractors.

MARCH 2005

- 21, 22 DBE Conference, Marriott at Centerpoint; Pontiac, MI

APRIL 2005

- 5 - Writing Skills, Marketing Development Skills & Promoting Your Business (Livonia)
9:00 – 4:00 p.m.
Holiday Inn, 17123 N. Laurel Park Drive
- 26 - Bonding, Financing Your Business & Credit Management (Lansing)
9:00 – 4:00 p.m.
Sheraton Hotel, 925 S. Creyts Road



Technological Services Division
Disadvantaged Business Enterprise Program (DBE)
425 West Ottawa-PO Box 30050
Lansing, Michigan 48909

Lansing office - 866-DBE-1264
Oak Park, MI office - 248-967-0570

First Class Mail
U.S. Postage
PAID
Lansing, MI
Permit No. 1200

Be on the lookout for upcoming events and training sessions. If you want monthly e-mail announcements of our activities, contact the DBE Program at MDOT-DBE@michigan.gov and provide us with your e-mail address.

Mission Statement – *“Providing the highest quality transportation services for economic benefit and improved quality of life.”*