

How Do You Become My Chosen?

*“Tips for Subcontractors /
Consultants”*

*2017 TDOT DBE Small
Business Annual Meeting*



Begin with the End in Mind



- What makes a contractor more attractive when you are seeking help on a project?
- What is the specific “front-end” registration process for each of the panel companies?
- Firm take-aways to be successful in marketing your business to this panel
- That each contractor/vendor looks at what they need to do in the “marketing component” of their business to grow the business

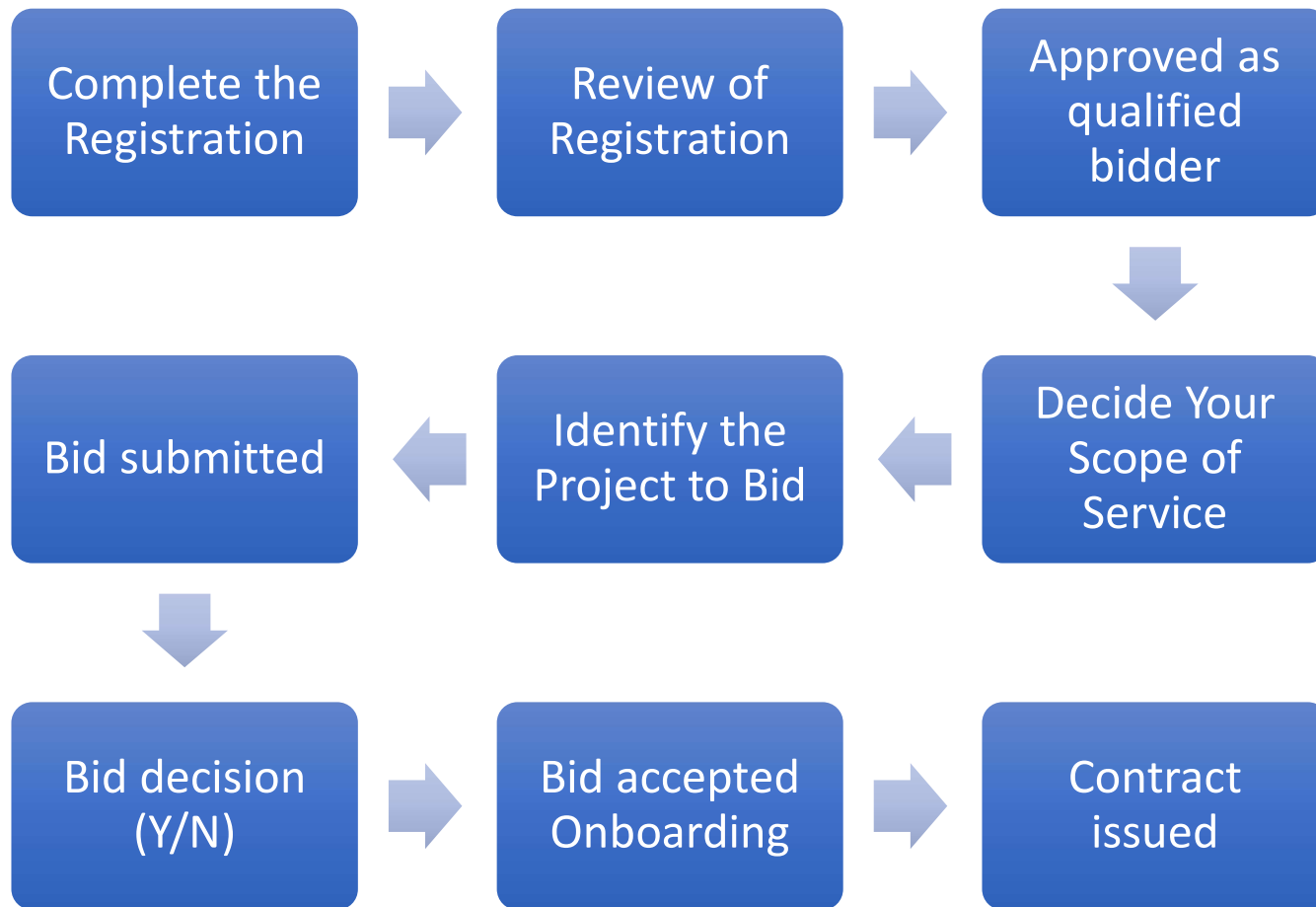
Proposed Format of Panel Discussion

- 2 minutes each for introduction of Panel 15 minutes
- Overview of the session – Dewayne (PPT) 5 minutes
- The Registration Process – a must 10 minutes
 - Cover each company’s sheet in handout format
- Beyond the Registration Process
 - The Operations, Administration, Marketing 5 minutes
 - Focusing on the “Marketing” component 35 minutes
- Challenges to Contractors/Panel-Dewayne 10 minutes

A Way To Look At Your Company



Overview of the Process



Basic Information Needed from Your Company

- Company name
- Owner(s)
- How long in business
- Structure: Inc, LLC, sole proprietor
- Company address
- Office and Cell #
- EIN
- Licensed GC Y/N? #?
- Certifications held
- Annual revenue?
- Your Specialty or Scope of Work? List all division #s
- Bonding in place?
- Bonding per job? Aggregate?
- What is your EMR?
- Job History of work performed
- List insurance types/limits
- Your Point of Contact & info

Questions for the Panel

When a company goes through the registration process with your company, is there a definitive point where the MBE is approved and notified?

Does your company have a process in place to communicate back to a bidder the results of their bid? If not, would you be willing to put something in place?

Share your most important concern when selecting a new vendor instead of an incumbent vendor.

What would be your primary Do's and Don'ts in competing for business with your company?

Do you reward Prime
Contractors or Tier 1
vendors to have inclusion
goals or initiatives?

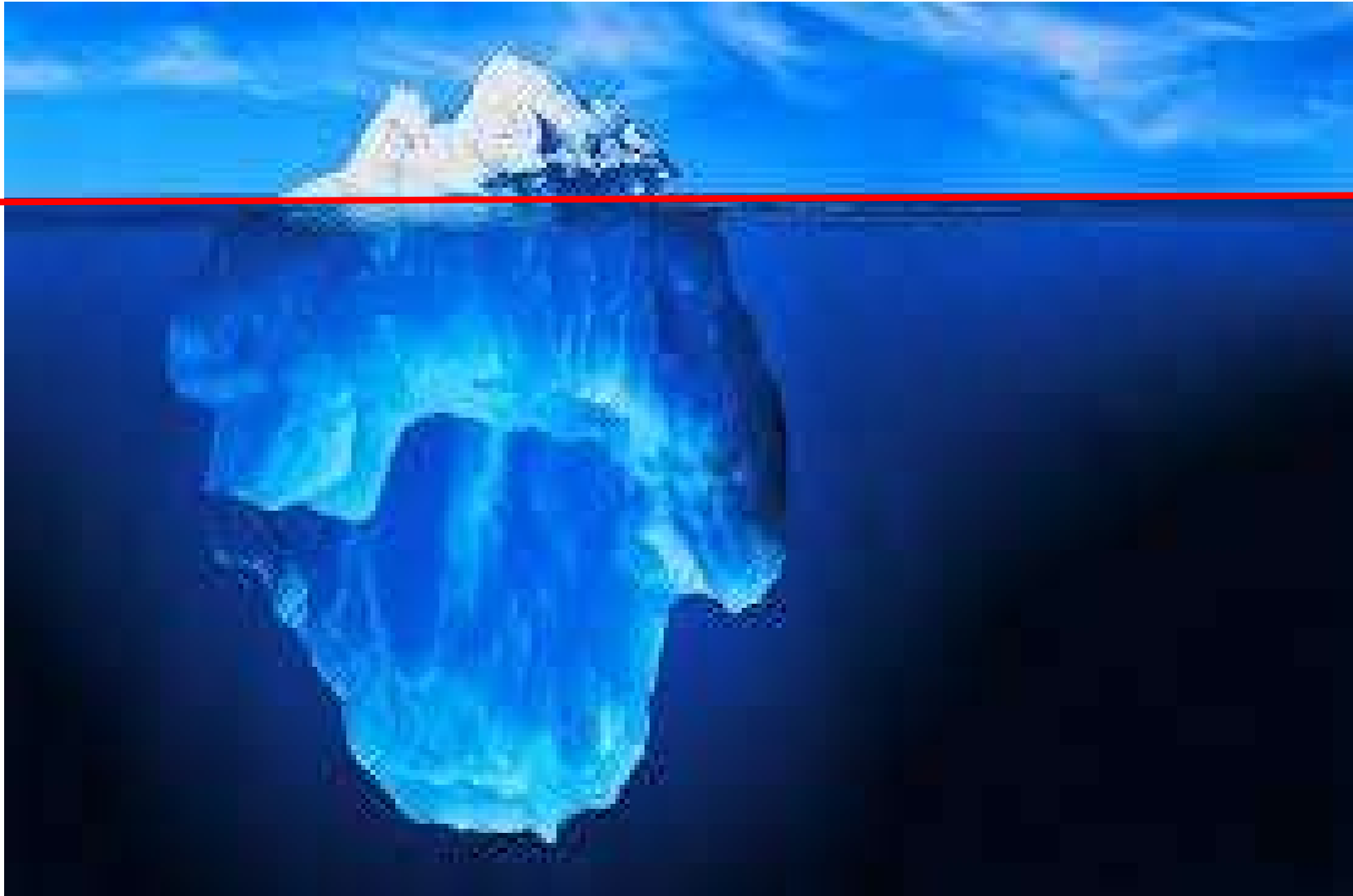
How does your company
handle Prime/Tier 1
vendors that do not comply
with your inclusion
initiatives?

Challenges to the Panel

- It's not just a one-way street
- How do I push this “down” the organization vs “up”?
- How does it become a “way we do business” verses a “have to”?
 - Having the discussion / focus before the event verses the urgency of the moment

Challenges to the Contractors

- The registration process will never go away
 - Organize / Systemize / Deputize
- The Marketing component of your business is as important as the Operations & Administration
- What are your strengths in the above? What are your weaknesses? How do you address the gap?



The Iceberg Illusion

Success is an iceberg

SUCCESS!

WHAT PEOPLE SEE

WHAT PEOPLE DON'T SEE

Persistence



Failure



Sacrifice



Disappointment



Dedication



Hard work



Good habits



@sylviaaduckworth

Lehman-Roberts Company

- Website for online registration is **N/A**
- Our point of contact is: **Nick Koenig**
- Their job title is: **DBE Liason**
- Their email is: **nkoenig@lehmanroberts.com**
Phone: **901.774.4000 x148**
- Available Opportunities:
 1. www.lehmanroberts.com/projects/upcoming-bids
 2. **TDOT website**
 3. **Builders exchange websites**
 4. **Construction data websites**

JE DUNN Construction

- Website for online registration is **<http://sms.jedunn.com>**
- Our point of contact for registration is: **Kayla Collett;**
kayla.collett@jedunn.com
- Point of contact for Risk: **Reggie Pope, Risk Manager -**
Reggie.pope@jedunn.com
- **Cherelle Cortez – Senior Diversity Manager, East Region –**
cherelle.cortez@jedunn.com - 678.781.2574
- Available Opportunities:
 - 1.
 - 2.
 - 3.
 - 4.

Superior Traffic Control

- Website for online registration is **N/A**
- Our point of contact is: **Rebecca Wood**
- Their job title is: **DBE Liason**
- Their email is:
rebecca.wood@superiortrafficcontrol.com Phone:
615.225.1075
- Available Opportunities:
 - 1.
 - 2.
 - 3.

Bell & Associates Construction

- Website for online registration is **N/A**
- Our point of contact is: **Laura Burkhalter**
- Their job title is: **Project Administrator**
- Their email is: **lburkhalter@balp.com 615.373.4343**
- Available Opportunities:
 1. Building Construction: **Gradebeam; Area Publications**
 2. Transportation Projects: **TRBA website; Tyler Group; Newspapers**
 3. Building & Alternative Delivery Transportation Projects: **TDOT Letting website**

Kiewit Infrastructure Company

- Website for online registration is: **kiewit.com**
- Our point of contact is: **Sharon Cruz**
- Their job title is: **Supplier Diversity Manager**
- Their email is: **Sharon.Cruz@kiewit.com**
- Local Office: Dylan Campbell 615.928.6609
- Available Opportunities:
 - 1.
 - 2.
 - 3.

K.S. Ware & Associates

- Website for online registration is: N/A
- Our point of contact is: **Joanne Parsnick**
- Their job title is: **Administrative**
- Their email is: info@kswarellc.com
Phone: **615.255.9702**
- Available Opportunities:
 - 1.
 - 2.
 - 3.

Smith Seckman Reid, Inc.

- Website for online registration is: www.ssr-inc.com
- Our point of contact is: **Steve Lane**
- Their job title is:
- Their email is: nashville@ssr-inc.com
Phone: **615.383.1113**
- Available Opportunities:
 - 1.
 - 2.
 - 3.