

September 2011



INROADS

Paving the Way for Montana's Disadvantaged Business Enterprises



Montana Department of Transportation
DBE Program
Civil Rights Bureau
P.O. Box 201001
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SBA Encourages the Public to Plan for Disasters During National Preparedness Month

WASHINGTON – In conjunction with the anniversary of the devastating Gulf Coast storms of 2005, the U.S. Small Business Administration is encouraging business owners, homeowners and others to create their own disaster preparedness plan during National Preparedness Month in September.

“There is a tendency to think that a large-scale disaster is not going to happen ‘where I live,’” SBA Administrator Karen Mills said. “The reality is that storms, floods, earthquakes, fires and man-made disasters can strike anytime and anywhere. Planning ahead for your own post-disaster recovery is a good step toward protecting your family, your business and your community.”

SBA, along with many state, local government and private sector coalition partners are participating in this September's National Preparedness Month.

To prepare for disasters, SBA offers the following tips:

- Develop a solid emergency response plan. Find evacuation routes from the home or business and establish meeting places. Make sure everyone understands the plan beforehand. Keep emergency phone numbers handy. Business owners should designate a contact person to communicate with other employees, customers and vendors. Homeowners, renters and business owners should ask an out-of-state friend, colleague or family member to be a “post-disaster” point of contact, supporting the flow of information about short-term relocations, recovery, additional sources of assistance, etc.
- Make sure you have adequate insurance coverage. Disaster preparedness begins with having adequate insurance coverage—at least enough to rebuild your home or business. Homeowners and business owners should review their policies to see what is or isn't covered. Companies should consider business interruption insurance, which helps cover operating costs during the post-disaster shutdown period. Flood insurance is essential. To find out more about the National Flood Insurance Program, visit the Web site at www.floodsmart.gov.
- Copy important records. It's a good idea to back up vital records and information saved on computer hard drives, and store that information at a distant offsite location in fireproof safe deposit boxes. You should have copies/back ups of important documents ready to take with you if you have to evacuate.
- Create a “Disaster Survival Kit.” The kit should include a flashlight, a portable radio, extra batteries, first-aid supplies, non-perishable food, bottled water, a basic tool kit, plastic sheeting and garbage bags, cash, and a digital camera to take pictures of the property damage after the storm.

More preparedness tips for businesses, homeowners and renters are available on the SBA's website at <http://www.sba.gov>

Additional information on developing an emergency plan is available at the federal government's preparedness website <http://www.ready.gov/>

When disaster strikes, the SBA makes low-interest loans to homeowners, renters and non-farm businesses of all sizes. Homeowners may borrow up to \$200,000 to repair or replace damaged real estate. Individuals may borrow up to \$40,000 to cover losses to personal property.

Non-farm businesses and non-profit organizations of any size may apply for up to \$2 million to repair or replace disaster damaged business assets and real property. Small businesses that suffered economic losses as a direct result of the declared disaster may apply for a working capital loan up to \$2 million, even if the property was not physically damaged.

To learn more about the SBA's disaster assistance program, visit the website at

**Welcome,
Recently
Certified DBEs!**

Bernard Mulyapatera
**Patera Electric Data &
Communication**
Telecommunication
Services

Travis Kamps
**TLK Contracting
Services**
Concrete work,
Residential/Commercial
Construction, Site
Preparation



Direct Deposit works...

If you are not aware of it, the State of Montana will direct deposit your vendor payments directly to your account. All you have to do is fill out a W-9 form and send it in to be processed and viola, direct deposit. We have heard of a few instances lately where checks have gotten lost in the mail and we don't want that happening to you! Contact Shannon Hahn at 444-7287 for the form you need.

A One Page Marketing Plan Anyone Can Use

By: Ivana Taylor

Planning sucks. None of us like to do it and if you've had any corporate experience in the process, it's no wonder. But planning is an absolute necessity if you want to be successful.

So how do we reconcile our need to succeed with our propensity for procrastination?

Simple: Re-frame how you look at planning.

We hate planning because we remember the endless meetings, hours of research that doesn't seem to get you closer to an answer and documents the size of *War and Peace*. But it doesn't have to be that way.

Developing a Marketing Plan is nothing more than setting goals and making a to-do list that will get you there. It's really not much different than planning a party.

You're basically creating a plan for inviting more people you love to give you money and then tell other people why they should give you their money too. Sounds like a party to me. How about you?

Ivana Taylor has been working to develop really simple, one-page templates that can be used to develop marketing plans. Here are two different templates for you to look at. They're designed to get you thinking and planning and making money, not writing lengthy documents.

(1) One-page marketing plan # 1 – It's a simple single sheet of paper that outlines the basic marketing components or categories like your Mission/Objectives, Target Market, Offering, Pricing, Distribution, Communication — you know, those 4 Ps we love so much in marketing. But the good news is that that's really all there is to it.

You can use this format as a place to put your big thoughts so that you can focus on what the strategies are.

[Download blank template #1](#) (.doc format)

[Download mocked-up sample plan #1](#) (.doc format)

(2) One-page marketing plan #2 — The second one-page plan format is a combination of two marketing processes. It's not much different from first plan, but it's less academic and more focused on emotional triggers that will get your ideal customer to choose you.

[Download the blank template #2](#) (.doc format)

[Download a mocked-up sample plan #2](#) (.doc format)

DBE participation for MDT Awarded Contracts for April and May:

Prime <i>DBE</i>	Location	Project	DBE Participation
Jim Gilman Excavating Inc <i>Highway Specialties</i>	Feely Interchange-N & S	IM 15-2(111)103	1.8%
LS Jensen Construction & Ready <i>Promark Fencecrafters- Missoula Quality Landscape Seeding</i>	JCT I-90 – North Signal – Cartage Rd/US 93 N Msla	NHTSA-NH 5-1(34)0 NH 5-1(47)1	3.4%
M A Deatley Construction Inc <i>Yellowstone Environmental JCT Construction</i>	Shawmut – West	NH 14-3(14)108	.74%
Pumco Inc <i>Quality Landscape Seeding Promark</i>	Clark Fork – 7 KM E of Tarkio	BR 9031(18)	2.59%
Schellinger Construction Company <i>Highway Specialties</i>	N of August – Choteau	STPP 9-2(14)52	15.6%
Sletten Construction Co Inc <i>Promark</i>	Steel Br Rehab-Fatigue Det 1	BH 0002(901)	.34%
South Hills Electric Inc <i>Promark</i>	US 93 & Tyler Way – Lolo	NH 7-2(51)83	6.37%
United Materials of Great Falls Inc <i>Highway Specialties</i>	1 st Ave N-9 th to 25 th – GTF	UPP 5210(22)	2.28%
Average Participation			2.42%

Wind Energy Supply Chain – Next Steps

Did you know there are over 8,000 components in a wind turbine? The parts range from 120-meter tall steel towers and 50-meter long blades, to gearboxes, bearings, electrical wiring, power electronics and more. The parts consist of a wide range of materials including steel, cast iron, fiberglass, aluminum, copper, carbon fiber, rubber, brass, ceramics, concrete, Teflon and others.

If you are a manufacturer interested in expanding to this exciting sector, the Montana Manufacturing Extension Center, working through the BlueGreen Alliance Foundation's Clean Energy Manufacturing Sector, can help you by completing an on-site profile of your operations and explaining what steps would need to be taken in order to supply the wind industry.

For more information, view the "Wind Energy Industry Manufacturing Supplier Handbook" or contact Jim Haider, M M E C Energy Specialist, at 406-461-8543.

Please remember that the DBE program is here to **help**...if you have questions, complaints or other issues, please contact either **Shannon at 444-7287** or **Wendy at 444-6337**. If we don't know the answer, we will find it for you.



Also, a few reminders...

Now that the construction season is winding down, we will be conducting more trainings and activities. We are actively working on a Meet and Greet with prime contractors and should have more information on that shortly. Our Native American workshops start October 4th (Rez Biz Tour), so plan on attending at the Reservation closest to you.

And, last but not least, our funding was renewed and you are once again, as a highway related DBE, eligible for \$250 in travel and \$750 in education reimbursement beginning October 1, 2011. Contact Shannon for authorization on the funds.

MDT Civil Rights Bureau Directory

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SEPTEMBER



Take a class anywhere, any time with the Small Business Training Network (SBTN). The SBTN is a virtual campus offering online courses, publications and other forms of technical assistance. Courses are self-paced and take about 30 minutes to complete.

Some classes they have available include:

**Strategies for Growth
Construction Safety & OSHA
Compliance
IRS Resources for Small Business
Owners
Recordkeeping**

Access these and more at:

<http://www.sba.gov/category/navigation-structure/counseling-training>

Upcoming Native American Small Business Tour

Mark your calendars for the following dates:

10/4 – Browning, Browning College, Hwy 2 & 89

10/5 – Great Falls, CM Russell Museum, 400 13th Street North

10/11 – Rocky Boy, Veterans Center/Stone Child College, 8290 Upper Box Elder Rd

10/12 – Ft Belknap, Ft Belknap College, Hwy 2 & 66 Harlem

10/18 – Ft Peck, Ft Peck College, 605 Indian Annex

10/19 – Billings, G & G Advertising, 2804 3rd Ave N

10/25 – Crow, Little Big Horn College, 8645 S Weaver

10/26 – Northern Cheyenne, Dull Knife College, 1 College Drive

11/9 – S & K, 42487 Complex Blvd, Pablo

Reserve your Seat Today

Contact: Carol @ Lake County Community Development at 406-261-3200

SEATING IS LIMITED!!!

Agenda 9 am to 4 pm

- **Processes & registration in order to obtain HUB Zone Certification - One on One Help**
- **SBA Loans – Meet the Lenders**
- **Learn how to bid on Federal Contracts with the Native American Procurement Officer serving your area**
- **Register for the State Vendor List**
- **Get New Marketing Ideas**
- **Assistance with writing a Business Plan**

Please bring a laptop if you have one!