

November 2012



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

Volume 12, Issue 11



January 9, 2013
8 am to 5 pm
Gateway Center

This Event is FREE to all Small Businesses

It's time to register for the 1st ever DBE Summit. This is a great opportunity for all DBE's to network with other businesses as well as attend the event that you have all been asking for: *The lunch with the primes and an opportunity to meet and network with the primes.*

Remember, this event is free and we will have the following educational opportunities to attend before and after the Networking Event:

- Good Faith Effort
- Understanding EEO & Labor
- Estimating and Bidding
- How to Keep the Lights ON
- The Truth about the Bakken
- Finding CASH!!!
- Build a website for FREE!
- Marketing and Social Media

Every attendee will receive your business card, so please provide 200 business cards to the DBE Supportive Services office no later than December 14, 2012 to be included in this opportunity. Mail the business cards to: *MDT DBE Program, P O Box 201001, Helena, MT 59620-1001.*

The DBE Program is STRONGLY encouraging all DBEs to participate in this event! You asked for a time to network with the primes, IT IS HERE!!



INROADS

Welcome,
Recently
Certified DBEs!

Native Spirit
Arlene Templer
Fencing, Dock Building

Epic Land Solutions Inc
Holly Rockwell
Analysis, Research,
Other Professional
Services



Tips for Writing an Elevator Pitch

From: About.com

An elevator pitch can be a powerful tool for marketing your business, and once you have it created, you can use it over and over again in many different settings. Here are some tips for making your elevator pitch a valuable tool in your marketing toolbox.

Keep It Short and Sweet - It's called an elevator pitch for a reason; you have a limited time to make a good first impression. An elevator pitch should take you about 60 seconds to deliver at a good pace.

Edit Ruthlessly - Your elevator pitch is like a work of art, and as the artist, you may feel that there is always room for improvement. The more you look at your elevator pitch with a critical eye, the more will you be able to improve it with each edit.

Skip Industry Jargon - Assume your audience has no understanding of your industry, the services you provide, or the products you sell.

Memorize It and Practice - Memorizing your elevator speech is vital. The challenge is learning it by heart but still being able to deliver it naturally and not robotically. The more you practice, the easier it will be to sound conversational and relaxed.

Show Your Passion - The best elevator pitches are those that are memorable, unique, engaging and lead to further conversation. Show your fire and the passion can be contagious.

Identify Your Desired Action - Just as you do with all of your other marketing activities, include a call to action at the end of your elevator pitch. Outline what you want to happen next, whether it's giving the other person a chance to ask you questions, introducing you to a colleague, or scheduling a time to talk in more detail.

Pass the Mic - You've put a lot of time into your elevator pitch, so it will be a big relief once you've delivered it successfully. But don't forget about the person on the receiving end. The best way to transition from a successful elevator pitch to a successful conversation is giving the other person a chance to wow you with his or her own elevator pitch.



DBE participation for MDT Awarded Contracts for August and September:

Prime <i>DBE</i>	Location	Project	DBE Participation
<i>H L Construction Inc</i>	SF 099 Pipestone Pass	HSIP 29-3(5)72	100%
Helena Sand & Gravel Inc <i>JCT Construction</i>	4 KM North of Ryegate – North	STPS 238-2(4)61	1.07%
Knife River – Yellowstone <i>Yellowstone Environmental Contracting</i>	Sld Rpr – 20 M E Miles City	IM-ER 94-4(85)151 STPP-ER 2-1(60)20	4.22%
LHC Inc <i>Highway Specialties</i>	Riceville Hill – Armington Junction	STPP 60-2(98)60 NH 57-1(7)0 NH 60-2(96)71	31.51%
Oftedal Construction Inc <i>JCT Construction</i> <i>Arrow Striping</i> <i>E Squared Concrete</i> <i>Mackey Construction</i> <i>Yellowstone Environmental Contracting</i>	Wyoming Line – North	STPP 54-1(9)0	7.16%
Riverside Contracting Inc – Msla <i>Arrow Striping</i>	Cut Bank – Shelby	CBI 1-3(68)256	12.21%
SK Construction Inc <i>Arrow Striping</i> <i>Gaston Engineering</i>	Bozeman Frk Cr	STPS-ER 294-1(12)11	4.31%
Sletten Construction Co Inc	Yellowstone R – NE of Livingston	BR 11-1(48)56	.47%

Total Participation 6.61 %

5 Ways to Maximize Word of Mouth Marketing

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

Word of mouth marketing and business referrals or recommendations are not only powerful ways to grow your small business but they may be among the most [cost effective](#) ways, too. Think about it for a minute. All it takes for effective word of mouth marketing is a happy customer who feels compelled to share his or her story with others. It is that simple!



If you can create an army of these happy customers shouting about your company from rooftops, you can find yourself with more business than you can handle. And this is possible to do with word of mouth marketing.

Some instances of word of mouth marketing happen on their own, with little or no involvement from you. A happy client may just feel compelled to spread the word about you and your business. But you don't need to wait for your clients to do it on their own. There are a few things you can do to encourage a client to promote your business through word of mouth marketing.

1. Shatter Expectations

We know that in order to benefit from effective word of mouth marketing, you need an exceptionally happy customer. How do you make a customer that happy? Well, it's not enough to do excellent work or provide a top-notch product; you need to do more. Here are some things you can try:

- Provide responsive, comprehensive and consistent [customer service](#)
- Send your clients relevant information that is meant to fulfill a need or solve a problem, not promote your services
- Get to know your clients and their businesses so you can offer the most well-rounded service possible
- Ask for feedback and do something with the results to help you improve

2. Ask!

Sometimes, all it takes to encourage a referral is a request. Explain what you hope to accomplish, what your [long-term goals](#) are for new business and how referrals fit into your plan. Then, make it very easy for your clients to refer you by providing all of the information they may need -- your product/service list, your contact information, relevant links, [business cards](#), brochures, etc.

And, perhaps most importantly, make sure you individually thank each client for every single referral they send your way.

3. Identify Influencers

Among your client base and in your professional and social networks, there are people who garner the attention of others without even trying. They are magnetic, respected and heard. These are the people you want supporting you.

Reach out to these influencers to ask for support. Having them as your megaphone getting the message to otherwise hard-to-reach people can be invaluable to your word of mouth marketing campaign.

4. Refer Your Own Clients

Do you see the value in what your clients are providing to their own clients? Do you know a few people who could benefit from your clients' services? Make an introduction, promote relevant products/services to your network, and refer your clients to others whenever appropriate. This will start a trend of mutual referrals that can grow and benefit both you and your clients.

5. Focus on Relationships

It may sound simple, but developing meaningful relationships with clients and colleagues will make it easier for people to recommend you. Be genuine, respectful and honest, and put the emphasis on relationships. You may be surprised how this can lead to referrals.

Just like any other type of marketing, effective word of mouth requires a marketing plan and a targeted approach. So, start incorporating word of mouth into your marketing strategy.

“Many of life’s failures are people who did not realize how close they were to success when they gave up.”

—Thomas Edison



MDT Civil Rights Bureau Directory

Wendy Stewart DBE Program Manager/Certifications	westewart@mt.gov	(406)444-6337
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Montana Department of Transportation

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December

- 12/3 Lean Startup LiveStream, Online
10 am to 7 pm, Room 108 in the School
of Business Administration at UM,
Missoula
Cost: FREE!
Register here:
<http://www.eventbrite.com/event/4762662251>
Contact: Cameron Lawrence at
Cameron.lawrence@business.umt.edu
- 12/3 Change the Way You Consume and Act
on Data
2 pm, online
Register here:
<http://www.yellowfinbi.com/YFCommunityNews-Yellowfin-6-2-launch-Webinar-A-better-way-to-deliver-BI-121552>
Contact:
<http://www.yellowfinbi.com/YFCommunityNews-Yellowfin-6-2-launch-Webinar-A-better-way-to-deliver-BI-1>



- 12/4 The Business of Big Data
4:30 – 5:30 pm, MonTEC, 1121 E
Broadway, Missoula
Cost: Free
Contact: Christina Quick Henderson
Christina.Henderson@business.umt.edu
(406)243-2714
- 12/5 Evaluating a Business Idea
4 pm, Missoula
Cost: \$10
Contact: Patty Cox 728-6955 ext 200
- 12/6 North County Business Roundtable
11:45 am – 1 pm, Montana City Grill,
Montana City
Contact: Tara Mastel 287-3282
- 12/10 Excel Level 2
5:30 pm, Downtown Education Center,
Bozeman
For more info:
<http://btc.montana.edu/courses.aspx/NCDescrip3.aspx?TheID=541>
Contact:
<http://btc.montana.edu/courses.aspx/NCDescrip3.aspx?TheID=541>
- 12/19 Evaluating a Business Idea
Noon, Bozeman
Cost: \$10
Contact: Patty Cox 728-6955 ext 200

