

# 30TH ANNUAL DBE WORKSHOP & SECRETARY'S GOLDEN SHOVEL AWARDS

Thursday, February 11, 2016

Country Springs Conference Center • Waukesha, WI

**PURSUE • WIN • EXECUTE**  
Diversifying Contracts in Design and Construction

Presented by

Wisconsin Department of Transportation  
Division of Transportation System Development  
Office of Business Opportunity and Equity Compliance  
4802 Sheboygan Avenue - Madison, WI 53707

DBE Support Services Office  
6150 West Fon du Lac Avenue - Milwaukee, WI 53218





# Conference Schedule

7:00 AM Registration

7:30 AM Breakfast

8:00 AM Welcome & Introductions

8:15 to 8:50 AM General Session

	Construction Track	Professional Service Track	Labor Development Track	Professional Service Sessions	Construction Sessions
<b>Conference Room</b>	Woodfield AB	Woodfield CD	Somerset	Grand Ballroom North	Meadowbrook West
<b>Session 1</b> 9:00 to 10:00 AM	<i>Construction Opportunities for Highway Contractors</i>	<i>Certification Alternatives: Analyzing the Best Opportunity for your Business</i>	<i>Overview of Prevailing Wage: Implications from Old &amp; New State &amp; Federal Laws</i>	<i>Building Trades: Q &amp; A Session with General Session Presenters</i>	
<b>Session 2</b> 10:10 to 11:10 AM	<i>Best Practices from a DBE Contracting Perspective</i>	<i>Best Practices from a Consultant Perspective</i>	<i>Solutions for your Labor Shortage "Explore Industry Workforce Resources at your fingertips"</i>	<i>Consultant Networking with Prime Consultants</i>	<i>Construction Networking with Contractors from AGC</i>
<b>Session 3</b> 11:20 to 12:20 PM	<i>Are you Ready for that Million Dollar Contract?</i>	<i>Financing to Build Your Small Business</i>	<i>EEO and Labor Compliance Roundtable</i>	<i>Consultant Networking with WisDOT Region CU Supervisors</i>	<i>AASHTOWare CRL Presentation</i>
<b>12:30 to 1:50 PM</b>	<i>Awards Luncheon</i>				
<b>Session 4</b> 2:00 to 3:00 PM	<i>Contracting Opportunities for Micro-Firms</i>	<i>Contracting Resources for Small Businesses</i>	<i>Labor Programs that WIN</i>	<i>Consultant Networking with Prime Consultants</i>	<i>AASHTOWare CRL Presentation</i>
<b>Session 5</b> 3:10 to 4:10 PM	<i>Executing Contracts: Keep the money flowing</i>	<i>An Overview of the Consultant E-Contracting Program and CARS</i>	<i>Speed Networking with TRANS graduates</i>	<i>Consultant Networking with Prime Consultants</i>	<i>Construction Networking with Contractors from WTBA</i>



# Table of Contents

- Page 2** Conference Schedule
- Page 4** Networking Schedule
- Page 5** General Session Program
- Page 6** Construction Track
- Page 7** Professional Service Track
- Page 8** Labor Development Track
- Page 9** Golden Shovel Awards Luncheon Program
- Page 10** NAMC Awardees
- Page 11** Golden Shovel Awardees
- Page 12** Golden Shovel Hall of Fame Inductees
- Page 13** Golden Shovel Hall of Fame 2000- 2016
- Page 14** Contracting Opportunity Resources



# Networking Schedule

The goal of the networking sessions is to provide access to opportunities for DBE certified firms seeking contracting opportunities. It is professional networking designed to maximize access, time and the elevator speech. Each session is staffed with a greeter and room facilitator:

- A Greeter registers participants and coordinates their entrance into each session;
- A Room Facilitator directs the interactions of participants within the room.

## Consultant Networking Sessions with Prime Consultants

### Grand Ballroom North

- 10:10 - 11:10 AM Consultant Networking Session 2
- 2:00 - 3:00 PM Consultant Networking Session 4
- 3:10 - 4:10 PM Consultant Networking Session 5

## Consultant Networking Sessions with WisDOT Regions

### Grand Ballroom

- 11:20 - 12:20 pm Consultant Networking Session 3

#### **Format**

- Each session includes decision makers from each WisDOT region and/or central office.
- Region Reps will be seated at separate conference tables with 3 chairs opposite them.
- Greeter escorts 5 scheduled DBE firms in per session to be seated one per region table.
- Facilitator signal initiates the DBE's dialogue and triggers promptly moving to the right.
- When all 5 DBE's have completed the rotation they exit as a group; Region Reps remain

## Construction Networking with Prime Contractors

### Meadowbrook West

- 10:10 - 11:10 AM Contractor Networking Session 2
- 3:10 - 4:10 PM Contractor Networking Session 5

#### **Format**

- 5-10 Prime contractors are seated in chairs on the inside of U-shaped conference tables.
- DBE firms enter the room as a group sitting in a chair opposite a contractor.
- Facilitator signals DBE contractors to end dialogue and move promptly.
- DBE's rotate until they have interacted with all contractors in the U-shape.

## Speed Networking with TRANS Graduates

### Somerset

- 3:10 - 4:10 PM Labor Development Networking Session 5

***Sessions are detailed on the following pages and subject to change.***



# General Session

**Thursday, February 11, 2016  
8:00 AM – 9:00 AM**

***Welcome***

Brett Wallace, WisDOT SE Region Director  
Aggo Akyea, WisDOT OBOEC Director

***Introduction***

Brian Mitchell, National Association of Minority Contractors President  
Michele Carter, WisDOT DBE Program Chief

**PURSUE \* WIN \* EXECUTE  
Diversifying Contracts in Design and Construction**

***Milwaukee Lakefront Gateway Project***

Michael Loughran  
Milwaukee Public Works Coordination Manager

***Milwaukee Bucks Arena Project***

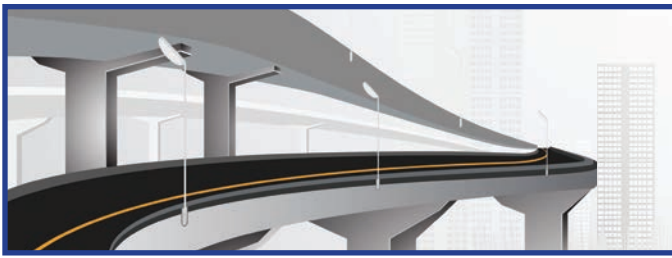
Peter Feigin  
Milwaukee Bucks CEO and President

***The Couture***

Matthew Rinka  
Rinka Chung Architecture Inc.

***The Milwaukee Streetcar***

Randy Crump  
Prism Technical Management & Marketing Services



# PURSUE: Strategies for Construction Firms Woodfield A & B

**Moderator:** Rochelle Codlyn

## Session 1 - Construction Opportunities for Highway Contractors

9:00-10:00 AM

Panel

**Tom Buchholz**, WisDOT NE Project Development Manager  
**Kim Schauder**, WisDOT SW Project Development Supervisor  
**Adrian Lopez**, WisDOT SE Project Development Supervisor  
**Bill Mohr**, WisDOT SE Project Development Supervisor  
**Gustavo Giraldo**, Illinois Tollway Diversity and Strategic Development Chief

***PURSUE:** Panelists will provide an overview of highway construction contracts, highlighting subcontract and small business opportunities from all corners of Wisconsin through to our neighbor, Illinois. WisDOT Mega Project Leaders will share updates on their projects —US41/441, I39/90, Verona Road and the Zoo Interchange. The Illinois Tollway Chief will diversify your contract options by describing opportunities across the border.*

## Session 2 - Best Practices from a DBE Contracting Perspective

10:10-11:10 AM

Panel

**Don Greuel**, WisDOT Bureau of Chief Project Services Engineer  
**Brian Mitchell**, Choice Construction and NAMC President  
**Craig Clements**, Pro Electric President

***EXECUTE:** WisDOT's Project Development Chief will share solutions for common pitfalls in WisDOT contracting. This will be followed by a practical discussion with two DBE's who have a track record of successful subcontracting with Wisconsin UCP Partners, municipalities and neighboring states. Each DBE will share tips for success and highlight strategies used to compete and execute government contracts profitably.*

## Session 3 - Are You Ready for That Million Dollar Contract?

11:20 -12:20 PM

Panel

**Randy Crump**, Prism Technical Management & Marketing Services CEO  
**Kevin S. Keller**, The Fedeli Group Construction Services Senior Vice President

***WIN:** Making money is the goal of all entrepreneurs but optimizing profits is the realization of the entrepreneur's goal. Discover business resources that will help you predict profits, manage cash flow, build credit and subsidize growth. Expert panelists will share assessment tools and resources associated with bonding, money-management and micro loans, so you will know that you are ready for contracts worth more than a million.*

## Session 4 - Contracting Opportunities for Micro-Firms

2:00-3:00 PM

Panel

**Brian Engel**, Milwaukee County DBE/ACDBE Contractor Coordinator  
**Nikki Purvis**, City of Milwaukee Office of Small Business Development Manager  
**Jesse Greenlee**, WHEDA Emerging Business Program Manager

***WIN:** Specialty contractors have to sort through solicitations and advertisements to find opportunities that fit their specialty and their size. This session simplifies this task by bringing the source to you. Each panelist represents an authority or municipality whose goal is to assist and protect the interest of the emerging and small business in their public works contracting. Business owners will learn where to look for public works contracts, how to sort for small/specialty opportunities, engagement strategies, research participation goals, and review contract schedules.*

## Session 5 - Executing Contracts: Keep the money flowing

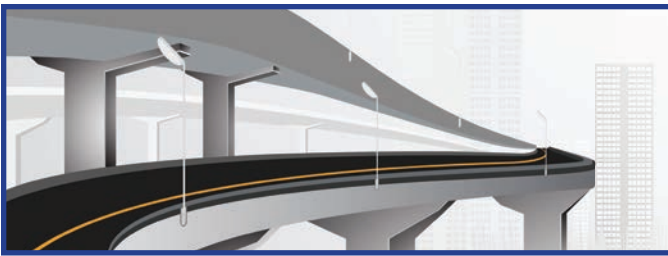
3:10-4:10 PM

Panel

**Don Miller**, OTIE Senior Transportation Engineer  
**Ryan Schanhofer**, KL Engineering Senior Construction Manager  
**Greg Morelli**, CG Schmidt Vice President and Managing Director

***EXECUTE:** Now that the contract/subcontract is in hand, you must deliver what you promised. Subcontractors are dependent on the prime when it comes to project schedule and payment. This panel will share proactive strategies for maintaining accountability for your work items whether they were in the initial contract or not. This session focuses on how to ensure prompt payment for subcontract work completed. Topics covered will include managing change orders, assessing quality control, maintaining compliance and billing strategies.*





# WIN: Strategies for Consulting Firms Woodfield C & D

## Session 1 - Certification Alternatives: Analyzing the Best Opportunity for your business

9:00-10:00 AM

**Moderator:** John Franklin

Panel

**Heather Olson**, NCMSDC Certifications and Corporate Director

**Norman D. Davis**, City of Madison Civil Rights Affirmative Action Division Manager

**Rick Norris**, Milwaukee County Community Business Development Partners Director

**James Strube**, U.S. Small Business Administration Business Opportunity Specialist

***PURSUE:** This session will introduce the National Minority Supplier Development Council's certification program as a viable alternative for DBE certified firms to broaden their scope of opportunity beyond federally funded government contracts into corporate and public-sector supply chains. Following the introduction of NMSDC, panelists will acquaint firms with the benefits and opportunities afforded by various government agencies and funds to help businesses cash in on their certification and government partnerships.*

## Session 2 - Best Practices from a Consultant Perspective

10:10-11:10 AM

**Moderator:** Minal Hahm

Panel

**Nate Czech**, WisDOT Consultant Services Chief

**Minal Hahm**, M Squared Engineering President

**Amanda Zacharis**, Alfred Benesch & Compnay Design Group Manager

**Harvind Singh**, Singh & Associates Executive Vice President

***PURSUE & WIN:** This session will open with WisDOT's Consultant Services Chief sharing a proactive "To Do List" when competing for WisDOT professional service contracts based on his experience as a reviewer. This will be followed by experienced small-business CEO's sharing lessons learned, while building their small business in the transportation industry. Attendees can expect an interactive panel discussion around growth strategies addressing marketing, financing, resource management and topics introduced by the audience.*

## Session 3 - Financing to Build Your Small Business

11:20-12:20 PM

**Moderator:** Craig Anderson

Panel

**Craig Anderson**, AICCW/FACC Executive Director

**Michael W. Hetzel**, WWBIC Director of Lending

**Roberto Escalante**, Executive Director, USDOT Small Business Transportation Resource Center

**Mary Trimmier**, SBA Lead Economic Development Specialist

***PURSUE:** Because cash flow is the biggest challenge for small business, we sought local and federal resources that provide financing options for small businesses with a genuine commitment to your success! Attendees will be inundated with information about small business financing alternatives, from micro-loans and mobilization loans to lines of credit. Panel will discuss the role of credit and banking relationships, emphasizing the requirements, resources and process for capitalizing on their services.*

## Session 4 - Contracting Resources for Small Businesses

2:00-3:00 PM

**Moderator:** Kelly Jackson

Panel

**Gavin Diaz**, Info Tech Sales Associate

**Shane Mahaffy**, SBA Lead Business Opportunity Specialist

**Joe Yovino**, Daily Reporter Editor

**Joseph Smetak**, Wisconsin Procurement Institute Government Contracts Specialist

***PURSUE:** Do you seek efficiency and innovation in the way you pursue contracts and exchange quotes? Are you tired of sifting through irrelevant email solicitations? This session will introduce and demonstrate technological tools to add efficiency to your pursuit of contract opportunities. Representatives from The Daily Reporter and Bid Express will explain and demonstrate web-based applications that can streamline your pursuit. SBA will explain its cadre of services and resources tailored for the needs of small businesses.*

## Session 5 - Overview of the Consultant E-contracting Program and CARS

3:10-4:10 PM

**Moderator:** Nate Czech

Panel

**Nate Czech**, WisDOT Consultant Services Chief

**Sharon Bremser**, State Consultant Services Supervisor

**Dan Meinen**, WisDOT CARS Administrator

***EXECUTE:** Technology plays an increasingly large role in how WisDOT conducts business. This session will review the progress of WisDOT efforts to automate all processes including: budget and schedule management, consultant registration, solicitation of contracts, selection of consultants, development of contracts, execution of contracts, and reporting progress. WisDOT's Consultant Services team will conduct a tutorial on the Contract Administration and Reporting System [CARS] and entertain your questions about the system.*



# EXECUTE: Compliance Strategies for Workforce Somerset Somerset Room

**Moderator:** Jenna Koleske

## Session 1 - Overview of Prevailing Wage; Implications from Old to New

9:00-10:00 AM

Panel

**David Poppert**, OFCCP Compliance Officer  
**William Stark**, FHWA Civil Rights Program Manager  
**Lafayette L. Crump**, Crump Law Firm Managing Member  
**Jaya Sharma**, 4N Consultants Attorney

*Panelists will compare and contrast the old and new Wisconsin prevailing wage law and illustrate the implication it will have in how you do business.*

## Session 2 - Solutions for your Labor Shortage “Explore Workforce Resources at your fingertips”

10:10-11:10 AM

Panel

**Joshua Johnson**, DWD-BAS Apprenticeship Training Representative  
**Tracey Griffith**, WRTP/Big Step Director of Construction  
**Kurt Barikmo**, DWD-DVR Business Services Consultant  
**Jennifer Marks**, Forward Service FSET Regional Director  
**Jose Galvan**, MAWIB Apprenticeship & Business Engagement Manager

*Panelist will share information on taking advantage of existing training and workforce programs so you are able to maintain a flow of qualified candidates into your organization. These panel representatives will also discuss how they can work with businesses to help with hiring requirements*

## Session 3 - EEO and Labor Compliance Roundtable

11:20 -12:20 PM

Panel

**David Poppert**, OFCCP Compliance Officer  
**William Stark**, FHWA Civil Rights Program Manager  
**Natalia Vega**, DOT Labor Compliance Specialist - Lead  
**Teresa Rademaker**, DOT Labor Compliance Specialist

*The panel will address common compliance and EEO issues as well as suggested solutions for common issues at the state and federal level. This session will also give the opportunity for contractors to pose EEO or Labor related questions to the experts.*

## Session 4 - Labor Programs that Win

2:00-3:00 PM

Panel

**Tracey Griffith**, WRTP-Big Step Director of Construction  
**Kevyn Radcliffe**, Construction Training Program Coordinator  
**Maritza Contreras**, Hispanic Chamber of Commerce of Wisconsin Director of Admin. Management  
**Marvel Browne**, Construction Training Program Coordinator

*In this session we will explore a few construction-industry-gear training programs. This will assist contractors in understanding the various training opportunities that exist for individuals getting into construction, what they learn in the program, and how they produce qualified graduates.*

## Session 5 - Speed Networking and Success Stories with TrANS Graduates

3:10-4:10 PM

**TrANS Graduates**, WRTP/Big Step and Forward Services

*In this session we will explore a few construction-industry-gear training programs. This will assist contractors in understanding the various training opportunities that exist for individuals getting into construction, what they learn in the program, and how they produce qualified graduates.*





**Program**

# **30TH ANNUAL DBE WORKSHOP & SECRETARY'S GOLDEN SHOVEL AWARDS**

***Thursday, February 11, 2016  
12:30 – 1:50 PM***

***Welcome Video***

U.S. Congresswoman Gwendolyn Moore  
Wisconsin's 4th Congressional District

***Inauguration of 2015 Mentor Protégé Pairs for Professional Services***

Michele Carter, DBE Program Chief

***Keynote Address***

Paul M. Hammer, Deputy Secretary  
Wisconsin Department of Transportation

Lt. Governor Rebecca Kleefisch  
State of Wisconsin

***National Association of Minority Contractors  
Award Presentation***

Brian Mitchell, President

***Secretary Golden Shovel Award Presentation***

Paul M. Hammer, Deputy Secretary  
Wisconsin Department of Transportation



## **National Association of Minority Contractors**

*Golden Champion Award for Leadership in  
Minority Business Development in  
the Wisconsin Construction Industry*

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***Johnson Controls***

***Michels Corporation***

***Northwestern Mutual***

***WE Energies***



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30<sup>th</sup> Annual



KL Engineering, Inc.

Hafeezah Ahmad  
Founder, EEO Youth Programs

Eugene Johnson  
DBE Program Director 1991-2011

Dr. Ruben Anthony, Jr.  
Deputy Secretary 2003-2011



Wisconsin Department of Transportation  
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**2000 - 2016**



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Habermehl Electric

Hoffman Construction

Lunda Construction

Kjohnson Engineers

Mega Rentals

Payne & Dolan

TranSmart Technologies

Zenith Tech

Zignego Company



## Contracting Opportunity Resources

*Please visit the following websites to get more information on the following projects and upcoming bids and solicitations.*

**Milwaukee Lakefront Gateway Project**

<http://bit.ly/1Lcw6xL>

**The Milwaukee Streetcar**

<http://www.themilwaukeestreetcar.com/>

**Milwaukee Bucks Arena**

<http://www.nba.com/bucks/release/arena>

**The Couture Milwaukee**

<http://www.thecouturemilwaukee.com/>

**Illinois Tollway Project**

<http://bit.ly/1O1ZVkw>

**The Daily Reporter**

<http://dailyreporter.com/>

<http://dailyreporter.com/publishing-public-notice/>

**Wisconsin Department of Transportation Solicitations**

<http://bit.ly/1XeDWhA>

**City of Milwaukee Bid/Contract Opportunities**

<http://city.milwaukee.gov/ContractingOpportunities>

**Milwaukee Metropolitan Sewerage District Procurement Opportunities**

<http://bit.ly/1Scqjjq>

**Milwaukee County Bids and RFPs**

<http://bit.ly/1ScqyLm>

**WHEDA Solicitations and Bids**

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**Wisconsin Dept. of Administration Bid Opportunities**

<http://1.usa.gov/1T9uugb>



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- Innovative Intersections (Analysis & Design)



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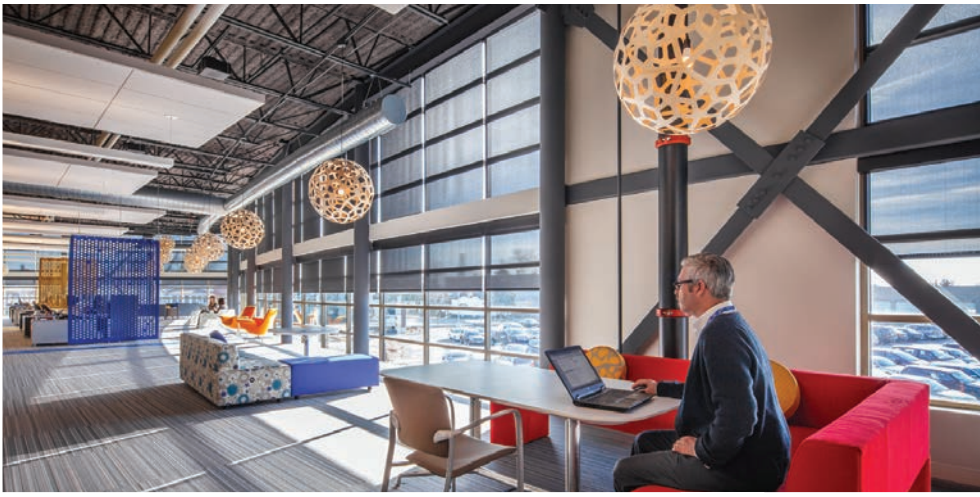
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# CONGRATULATIONS TO THIS YEAR'S GOLDEN SHOVEL AWARD WINNERS!

Hunzinger is proud to support NAMC and to have awarded more than \$300 million in direct contracts to over 100 diverse partners in the last 20 years.



For information on diverse contracting, contact our Diversity Coordinator, Joan Zepecki at [jzepecki@hunzinger.com](mailto:jzepecki@hunzinger.com)  
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# TOGETHER, WE MAKE OUR COMMUNITY A BETTER PLACE

Northwestern Mutual congratulates  
the 2016 Golden Shovel Award winners.



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North Central  
Minority Supplier  
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The Date

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OPPORTUNITY FAIR | 2016

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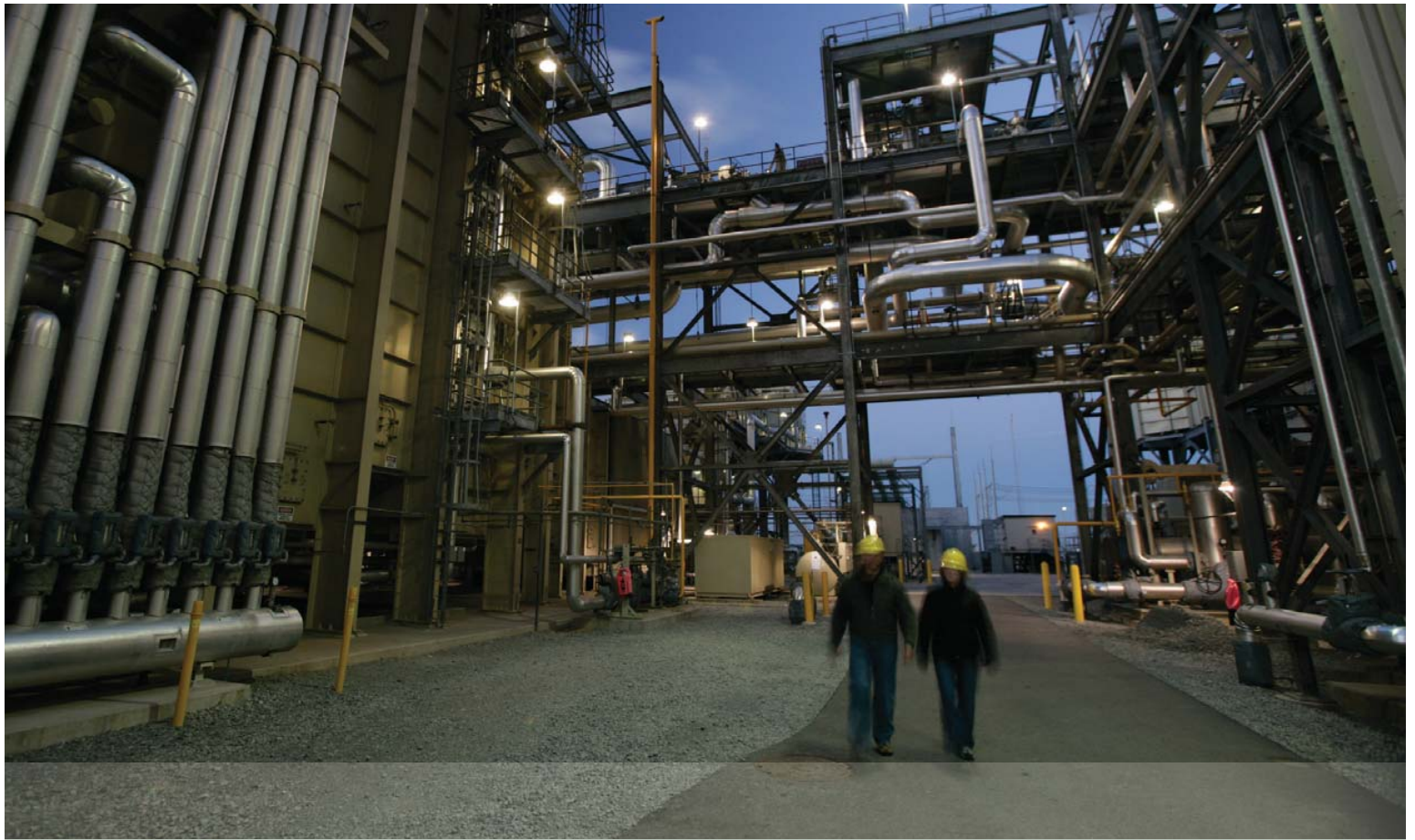
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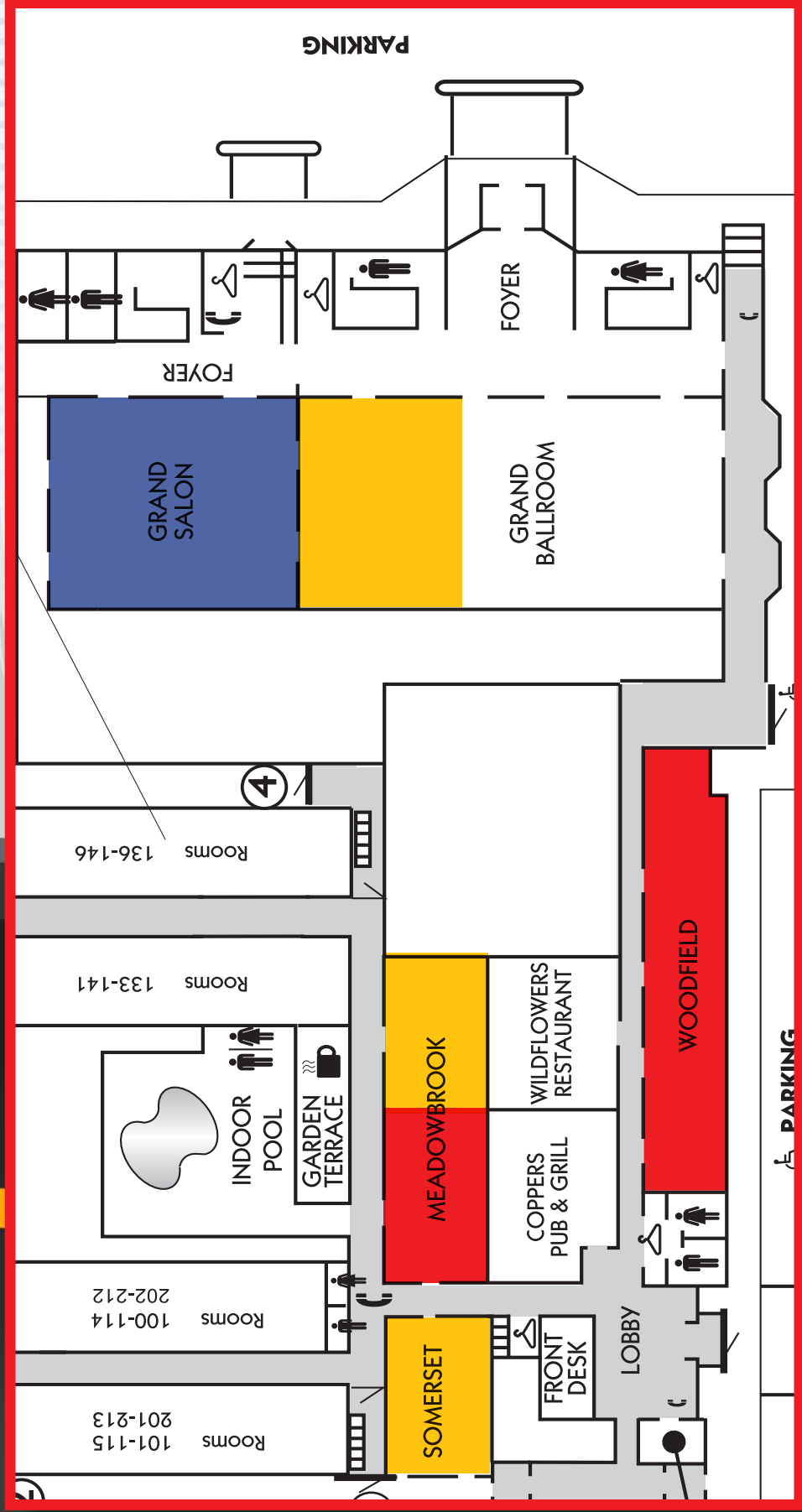








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