

# 33RD DBE WORKSHOP & SECRETARY'S GOLDEN SHOVEL AWARDS

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



**February 13 and February 14, 2019**  
**The Ingleside Hotel, Pewaukee, WI**

WisDOT Office of Business Opportunity and Equity Compliance  
Disadvantaged Business Enterprise (DBE) Program  
<https://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/default.aspx>

National Association of Minority Contractors  
Wisconsin Chapter  
NAMCWI.ORG

PRESENTED BY





# Building meaningful business partnerships

## Supplier Diversity Initiative

At WEC Energy Group, we believe that using diverse suppliers makes good business sense. Supplier diversity fosters competition, enhances job creation and generates additional purchasing power in the communities where we do business. We are committed to building meaningful business partnerships with certified minority-, women-, service-disabled- and veteran-owned business enterprises.

Learn more about our Supplier Diversity Initiative and how to become a certified M/W/SD/V business at [www.wecenergygroup.com/sdi](http://www.wecenergygroup.com/sdi).



WEC Energy Group, based in Milwaukee, is one of the nation's largest electric and natural gas delivery holding companies, serving 4.4 million customers in Wisconsin, Illinois, Michigan and Minnesota.



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ON THE COVER:  
Foxconn Technology Group \$10 billion manufacturing and research complex in Mount Pleasant, WI  
Milwaukee Journal Sentinel drone image by Mike De Sisti

## STATE OF WISCONSIN

# Welcome

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Governor  
**Tony Evers**



Lieutenant Governor  
**Mandela Barnes**

### Greetings Attendees!

It gives us great pleasure to welcome you, on behalf of our administration, to the 33rd Annual Golden Shovel Awards. Thank you to the National Association of Minority Contractors of Wisconsin (NAMC-WI) and the Wisconsin Department of Transportation for hosting this celebration of excellence in design and construction.

As Governor and Lieutenant Governor of Wisconsin, we are committed to diversifying both our workforce and our industry by developing opportunities for small businesses, especially those owned by women and people of color. As we chart out our next four years and beyond, we look forward to partnering with the businesses and individuals being honored at the Golden Shovel Awards.

We are looking forward to meeting with you and learning more about your work. We encourage you to view our administration as a partner, and please do not hesitate to reach out when we can be of service.

Thank you,

**Tony Evers**  
Governor  
State of Wisconsin

**Mandela Barnes**  
Lieutenant Governor  
State of Wisconsin

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## WISCONSIN DEPARTMENT OF TRANSPORTATION

# Welcome

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Secretary Designee  
**Craig Thompson**



Deputy Secretary  
**Paul Hammer**

### **Welcome Attendees!**

Wisconsin's economy thrives because of small businesses. You are the backbone of our economy. Your work as contractors, consultants and stakeholders is building Wisconsin's 21st century infrastructure.

On behalf of all Wisconsin Department of Transportation (WisDOT) staff, it is my pleasure to welcome you to the 33rd Annual DBE Workshop and Secretary's Golden Shovel Awards to celebrate the many contributions of our diverse transportation partners.

This is our opportunity to recognize excellence and thank you for the work you do every day to ensure that our transportation system is reliable, efficient and safe for all travelers.

It is our privilege to help promote and foster entrepreneurship and to provide you with tools to be successful. Workshops, networking opportunities and due recognition, like these awards, are elements of the important partnership between WisDOT and talented, innovative contractors and subcontractors. Your involvement ensures everyone, especially DBEs, has access and opportunity to our transportation infrastructure.

We have a tremendous leader in Michele Carter here at WisDOT. I am confident that together we will cultivate and strengthen qualified contractors who will contribute to Wisconsin's transportation system.

Again, thank you for the quality work you do. We wish you continued success.

**Craig Thompson**  
Secretary Designee  
Wisconsin Department of Transportation

**Paul Hammer**  
Deputy Secretary  
Wisconsin Department of Transportation

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## SECRETARY'S GOLDEN SHOVEL AWARD

## Wisconsin Department of Transportation 33rd Annual Secretary's Golden Shovel Award

### DBE PROGRAM HISTORY

**IN 1983, CONGRESS ENACTED THE FIRST DISADVANTAGED BUSINESS ENTERPRISE (DBE)** statutory provision that required USDOT to ensure that at least 10% of the funds authorized for the highway and transit federal financial assistance programs be expended with DBEs.

The legislation was proposed by Congressman Parren Mitchell who was characterized as a small business activist who authored legislation to move the minority segment of this country into the economic mainstream through federal government expenditures. He is credited with leading initiatives that increase minority participation under the Small Business Administration's 8(a) program, the Department of Defense's Goal Program, Public Law 95-507 and the Surface Transportation Assistance Act of 1982. Government advocacy is a cornerstone of effective DBE program implementation.

The DBE program legislation was intended to remedy past and current discrimination against disadvantaged business enterprises; the legislation was codified in the Code of Federal Regulations at 49 CFR Part 26, which spells out the intent, implementing rules and

program objectives. Intent and action are measured in the DBE program. DBE legislation requires each DOT-assisted state and local transportation agency to ensure nondiscrimination in contracting. Agencies must establish annual DBE goals, assign contract-specific DBE subcontracting goals, certify the eligibility of firms and help remove barriers to participation. The program's mission and purpose is foster equal opportunity in federally funded contracts. Implementing concepts are accountability, responsibility, achievement, inclusion and valuation.

It was only fitting, that WisDOT launch the Secretary's Golden Shovel Awards to recognize those who embody the principles of the DBE program and to memorialize WisDOT's progress toward fulfilling the vision of Congressman Parren Mitchell—to integrate the economic marketplace.



### SECRETARY'S GOLDEN SHOVEL AWARDS' HISTORY

**INITIATED IN 1985**, one year following the inception of Wisconsin's Disadvantaged Business Enterprise (DBE) Program, the Secretary's Golden Shovel Awards was spearheaded by then DBE Program Director, David Manning. The purpose and concept for the awards are to cite DBE firms for their outstanding contract and project performance during the year, for program participation; and to recognize individuals, organizations, and groups instrumental to the success and progress of

the DBE Program's concept and ideals. Those concepts and ideals remain true and clear today as we ensure access and opportunity to DBE firms interested in WisDOT projects and markets outside of the DBE Program.



## WISCONSIN DEPARTMENT OF TRANSPORTATION

# Welcome



Welcome to the 33rd Annual DBE Workshop and Secretary's Golden Shovel Awards. NAMC-WI and Wisconsin DOT have crafted this collaborative event that advances both of our missions to provide access to contract and resource opportunities for small, women and minority-owned businesses while highlighting the potential and promise in Wisconsin's construction market. Our agenda includes professional development workshops, networking sessions, project detail discussions and four general sessions that feature the investment, innovation and evolution of Wisconsin's infrastructure. The awards luncheon will honor the distinguished efforts and contributions of contractors and industry advocates, both big and small and a keynote address on the importance of diversity in the local construction industry.

The theme and content will prove informative and advantageous for any business or organization who has a stake in Wisconsin's business and workforce from development to design through collaboration and contracting: prime and general contractors, developers, prime consultants, federal and state agencies, small business resources, and workforce equity advocates. You will be in good company!

### Michele Carter

Director, Office of Business Opportunity and Equity Compliance (OBOEC)  
Division of Transportation and Systems Development (DTSD)  
Wisconsin Department of Transportation (WisDOT)

## OFFICE OF BUSINESS OPPORTUNITY AND EQUITY COMPLIANCE STAFF DIRECTORY

<b>Michele Carter</b>	OBOEC Director Master of Ceremony	<b>Rosalind Roberson</b>	Urban Outreach Strategist Event Coordinator
<b>Madalena Maestri</b>	DBE Program Chief	<b>Michael Staude</b>	Labor Compliance Program Chief
<b>Deborah Albright</b>	DBE Program Analyst	<b>Stephanie Jaecks</b>	Labor Compliance Specialist
<b>Oluyemi Falomo</b>	DBE Engineer	<b>Jason Johnson</b>	Labor Compliance Lead Eastern Wisconsin
<b>Vincent Fisher</b>	Certification Analyst	<b>Margaret Powers</b>	Labor Compliance Specialist
<b>John Franklin</b>	Senior Certification Analyst	<b>Teresa Rademacher</b>	Senior Labor Compliance Investigator
<b>Lori Green</b>	Office Operations Associate	<b>Janice Sindic</b>	Labor Compliance Specialist
<b>Suki Han</b>	Federal Reports Specialist	<b>Jennifer Lubinski</b>	Program & Policy Analyst Advanced
<b>Paul Ndon</b>	IS Business Automation	<b>Annette Nekola</b>	Labor Compliance Program Assistant
<b>Joyce Ray</b>	Labor Development Specialist	<b>Timothy Alston</b>	Labor Compliance Specialist
<b>Mary Robb</b>	Title VI and Subrecipient Coordinator	<b>Natalie Vega</b>	Investigations Unit Lead
<b>Taqwanya Smith</b>	ADA and Title VI Coordinator	<b>Theresa Loerke</b>	Labor Compliance Specialist
<b>Boula Xiong</b>	Labor Compliance Investigator	<b>Rebecca Porter</b>	Labor Compliance Specialist
<b>Debra Brown-Henning</b>	Labor Compliance Specialist	<b>Laurie Dolsen</b>	Labor Compliance Lead Western Wisconsin

## NATIONAL ASSOCIATION OF MINORITY CONTRACTORS - WI CHAPTER



NAMC provides access, advocacy and development for members in collaboration with strategic alliances.

Founded in Oakland, California in 1969 by Raymond Dones and Joseph Debro, the National Association of Minority Contractors (NAMC) is the oldest minority construction trade association in the United States with over 50 Hall of Fame members and Legacy Builders and an annual project capacity of over one billion dollars nationally. Through a network of local chapters and in collaboration with strategic and corporate partnerships, NAMC assists members with building capacity by providing access to opportunity, advocacy, and contractor development training.

NAMC has a strong foundational history that has established a great legacy for the organization. NAMC's presence and voice in this industry is of even greater need today than ever before to continue the mission of providing Access (contract & resource opportunities), Advocacy (legislative impact), and Contractor Readiness (training, capacity building, and growth) for our members. The association strives to accomplish its goals in collaboration with major corporate partners, strategic alliances, and public agencies. The presence of NAMC today is a testament to its continuing legacy. The construction market is a relationship-driven industry. Business relationships must be developed; the strategies and approaches for pursuing, winning, and executing business is paramount. The future of NAMC lies in the enhancement of its Student Chapter Program as well as expanding our relationships with corporate partners to deliver the stated benefits of access, advocacy, and contractor readiness to our membership.

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**“Adversity can engulf the individual but not the group.  
If you are part of the group it weakens the adversity.”**

**Raymond Dones, Founder**

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## NATIONAL ASSOCIATION OF MINORITY CONTRACTORS - WI CHAPTER

# Welcome

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Welcome to the 33rd Annual DBE Workshop and Secretary's Golden Shovel and Golden Champion Awards Conference.

This year's conference is Wisconsin's premier forum for minority-owned and women-owned businesses

in transportation and building trades construction industries. We are excited about this year's program.

Our continuing relationship and collaboration with the Wisconsin Department of Transportation Office of Business Opportunity and Equity Compliance allows us to bring valuable information along with potential procurement opportunities for you. This year's program consists of opportunity presentations by Commissioner Rocky Marcoux from the City of Milwaukee Department of City Development, Milwaukee Bucks Senior Vice President Alex Lasry and a special keynote on diversity in the local construction market by Lt. Governor Mandela Barnes.

Our theme reflects our goal, "Pursue-Win-Execute", in the focus area of Diversifying Contracts in Design and Construction.

Today we celebrate the success of NAMC's Golden Champion award recipients and hope this year's event will allow you to continue to nurture your existing relationships and begin new ones.

Pursue-Win-Execute

**Brian Mitchell, P.E.**

President  
National Association of Minority Contractors – Wisconsin Chapter



On behalf of the National Association of Minority Contractor's – Wisconsin (NAMC), I commend you on your attendance, participation and support of the 33rd Annual DBE Workshop & Secretary's Golden Shovel and NAMC Golden Champion Awards Conference.

Working with the Wisconsin Department of Transportation, we have achieved a truly transformative event. Together, we are creating movement in our industry that brings diverse resources from leading road construction, general contractors, building trades organizations and major stakeholders under one roof to productively maximize your relationship building opportunities.

We are extremely proud to have major presentations from Aurora Healthcare, Senior Vice President of the Milwaukee Bucks, Alex Lasry, Foxconn executives, and Keynotes from City of Milwaukee Commissioner Rocky Marcoux and State of Wisconsin's Lieutenant Governor Mandela Barnes.

This event features full presentations on contracting opportunities from Michels Corporation, Wisconsin Department of Transportation SE Region, City of Madison and City of Milwaukee.

A special Thanks to our NAMC partners, sponsors, and Wisconsin businesses who truly make the movement happen by reinforcing our goals of diversifying contracts in design and construction.

NAMC continues to lead the charge in creating greater access to opportunity for minority suppliers, contractors, consultants and trucking firms in the construction industry.

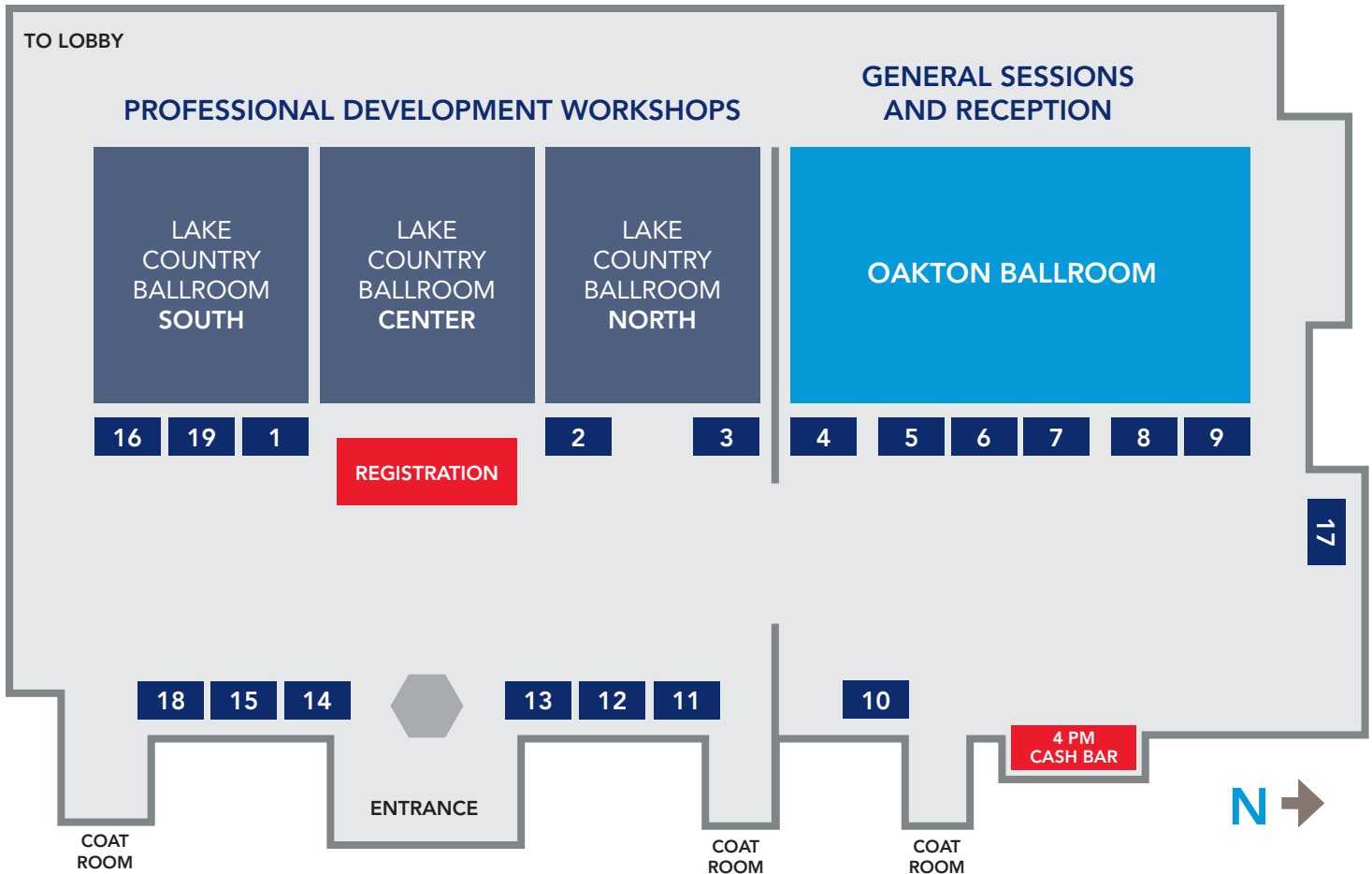
Welcome to the 33rd Annual DBE Workshop & Secretary's Golden Shovel and NAMC Golden Champion Awards Conference.

Pursue-Win-Execute

**Ugo Nwagbaraocha**

Vice President  
National Association of Minority Contractors – Wisconsin Chapter

## CONFERENCE LAYOUT



### CONFERENCE EXHIBITORS \*

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>1 WisDOT Office of Business Opportunity and Equity Compliance</li> <li>2 National Association of Minority Contractors - Wisconsin Chapter</li> <li>3 Diamond Discs International</li> <li>4 Job Corps</li> <li>5 Gibraltar Industries, Inc</li> <li>6 Allstate Benefits</li> <li>7 USDOT Small Business Transportation Resource Center – Great Lakes Region</li> <li>8 US Bank</li> <li>9 Wisconsin Procurement Institute (WPI)</li> </ul> | <ul style="list-style-type: none"> <li>10 Daily Reporter</li> <li>11 BestEd Business</li> <li>12 Wisconsin Chinese Chamber of Commerce</li> <li>13 Feel Good Inc.</li> <li>14 GESTRA Engineering</li> <li>15 Spencer Renovation and Construction, LLC</li> <li>16 North Central Minority Supplier Development Council</li> <li>17 Small Business Administration</li> <li>18 Ethnic Diversity Business Council</li> <li>19 Paychex</li> </ul> |
|---|--|



## DIRECTORY

# Directory of Exhibitors and Business Resources

### African-American Chamber of Commerce

Kermiath McClendon  
kmcclendon@aaccwisconsin.org  
414-462-9450  
633 W. Wisconsin Ave., Ste. 603  
Milwaukee, WI 53203

### AICCW-FACC

Nicolas Alamo  
nico@aiccw-facc.org  
414-604-2044  
10710 W. Scharles Avenue  
Hales Corners, WI 53130

### Allstate Benefits\*

Timothy Beck  
Tbe5q@allstate.com  
608-712-0745  
1605 Waunona Way  
Marison, WI 53713

### American Indian Chamber of Commerce

Gary Mejchar  
gary.aiccw@gmail.com  
414-604-2044  
10809 W. Lincoln Ave. Ste 102  
West Allis, WI 53227

### BestEd Business\*

June Perry  
contact@BestEdBusiness  
414-313-9762  
6100 W Mequon Rd  
Mequon, WI 53092

### Daily Reporter\*

Joe Yovino  
joe.yovino@dailyreporter.com  
414-225-1829  
225 E. Michigan St., Suite 200  
Milwaukee, WI 53202

### Diamond Discs International\*

Ugo Nwagbaraocha  
ugon@diamonddiscs.net  
414-543-4545  
8530 West National Avenue  
West Allis, WI 53227

### DOA/WI Supplier Diversity Program

Truphosa Mwololo  
doawispro@wisconsin.gov  
414-278-5037  
101 E. Wilson St.  
Madison, WI 53703

### Forward Service Corporation

Ranard Morris  
jmarks@fsc-corp.org  
608-244-3526  
4600 American Pkwy, Ste 301  
Madison, WI 53718

### Feel Good Inc.\*

Rechelle Llorito  
rechelle@feelgoodinc.org  
407-986-3351 ext. 1000  
4700 Millenia Blvd #175-91551  
Orlando, FL 32839

### GESTRA Engineering\*

Marchella Johnson  
marchella.johnson@gestrainc.com  
414-933-7444  
191 W. Edgerton Avenue  
Milwaukee WI 53207

### Gibraltar Industries, Inc\*

Shannon Jefferson  
sj@gibraltarindustriesinc.com  
414-460-804  
9310 N 107th street Suite B-105  
Milwaukee WI 53224

### Hmong Wisconsin Chamber of Commerce

Ger Thao  
ger@hmongchamber.org  
414-645-8828  
6815 W. Capitol Dr., Ste. 204  
Milwaukee, WI 53216

### Illinois State Toll Highway Authority

Gustavo Giraldo  
lponce@getipass.com  
603-241-6800  
2700 Ogden Ave.  
Downers Grove, IL 60515

### Info Tech - Bid Express Service

Barry Sanders  
customer.support@bidx.com  
888-352-2439  
2970 SW 50th Terrace  
Gainesville, FL 32608

### Job Corps\*

Vera Ford  
ford.vera@jobcorps.org  
414-616-5703  
6665 N. 60th St.  
Milwaukee, WI, 53223-5805

### Milwaukee Dept. of City Development

Commissioner Rocky Marcoux  
teddy.benis@milwaukee.gov  
414-286-5467  
809 N. Broadway  
Milwaukee, WI 53202

### National Association of Minority Contractors - Wisconsin Chapter\*

Brian Mitchell  
contactus@namcwi.org  
414-454-9475  
6122 N. 76th St.  
Milwaukee, WI 53218

### North Central Minority Supplier Development Council\*

Heather Olson  
holson@N.centralmsdc.net  
414-847-6497  
500 W. Silver Spring Dr. #K-200  
Glendale, WI 53217

### Paychex\*

Amanda Roman  
Paychex.com  
262-902-2528  
2801 Coho St. #204  
Madison, WI 53713

### Small Business

#### Administration - WI\*

James Strube  
james.stube@sba.gov  
414-297-3951  
310 W. Wisconsin Ave, Ste. 580W  
Milwaukee, WI 53203

#### Spencer Renovation and Construction\*

Keana Spencer  
kspencer@buildwithsrc.com  
414-395-0490  
5935 W. Beloit Rd.  
West Allis, WI 53219

#### The Business Council, Inc.

Marjorie Rucker  
mrucker@mmac.org  
414-287-4174  
756 N. Milwaukee St., #400  
Milwaukee, WI 53202

#### US Bank\*

Robert Lamb  
Robert.lamb@usbank.com  
262-347-6780  
1704 W. Shore Dr  
Delafield, WI 53018

#### USDOT Small Business Transportation Research Center - Great Lakes Region\*

Gabriela Garcia  
ggarcia@ihccbbusiness.net  
312-425-9500  
222 W Merchandise Mart Plaza  
Chicago, IL 60654

#### Wisconsin Economic Development Corporation

Seyoum Mengesha  
seyoum.mengesha@wedc.org  
608-210-6880  
201 W. Washington Ave.  
Madison, WI 53703

#### Wisconsin Chinese American Chamber of Commerce\*

Connie Li  
info@wiscc.org  
608.268.3911  
www.wiscc.org  
Milwaukee, WI 53200

#### Wisconsin Procurement Institute\*

Aina Vilumsons  
ainav@wispro.org  
414-270-3600  
10437 Innovation Dr., Ste. 320  
Wauwatosa, WI 53226

#### WRTP/BIG STEP

Laura Heller  
lheller@wrtp.org  
414-937-3600  
3841 W Wisconsin Ave.  
Milwaukee, WI 53208

WEDNESDAY, FEBRUARY 13

# DAY 1 : conference schedule

7:30 am - 4:20 pm	ALL DAY REGISTRATION			
8:00-9:15 am	OPENING SESSION			
8:00-9:15 am	<b>Oakton Ballroom</b>	<b>Lake Country Ballroom Center</b>		
	FHWA Initiatives, WI Unified Certification Program, Foxconn In Review & Wisconsin Valley Opportunity Presentation	First Time Attendees Conference Orientation 8:30 am		
9:15-9:30 am	NETWORKING BREAK			
9:30-10:15 am	<b>Oakton Ballroom</b>	<b>Country BR South</b>	<b>Country BR Center</b>	<b>Country BR North</b>
	Financial Business Resources Panel	Six Steps to a Better Business	Open Forum for DBE Issues: Trucking, Good Faith Effort and TrANS Program	Job Safety Best Practices
15 minutes	NETWORKING BREAK			
10:30-11:15 am	<b>Oakton Ballroom</b>	<b>Country BR South</b>	<b>Country BR Center</b>	<b>Country BR North</b>
	Solutions Synergy for Transportation Workforce Development	Innovative Solutions to Minimize Risk	Opportunity Panel: Doing Business with WisDOT for Non-Highway Stakeholders	Surviving Financial Challenges: Resources from CPA & SBA
15 minutes	NETWORKING BREAK			
11:30am-1:00pm	OPPORTUNITY LUNCHEON • Oakton Ballroom			
	WisDOT Secretary Designee Craig Thompson • Alex Lasry - Milwaukee Bucks Kelly Noel - Advocate Aurora Health • Commissioner Rocky Marcoux - City of Milwaukee			
15 minutes	NETWORKING BREAK			
1:15-2:15 pm	<b>Oakton Ballroom</b>	<b>Country BR South</b>	<b>Country BR Center</b>	<b>Country BR North</b>
	Guide to Navigating Government Contracts	PS&E 301: WisDOT Regional Perspectives Panel PDH: 1	Opportunity Panel: Highway Transportation Infrastructure & Networking with WisDOT	Evolving Technology and Tools at WisDOT
15 minutes	NETWORKING BREAK			
2:30-3:20 pm	<b>Oakton Ballroom</b>	<b>Country BR South</b>	<b>Country BR Center</b>	<b>Country BR North</b>
	SPONSOR HIGHLIGHT Advocate Aurora Health & Michels Corporation	Taking the High Road: Ethical Considerations in Transportation PDH: 1	Speed Networking with WisDOT Prime Contractors	Construction Risk Management Kaleidoscope PDH: 1
10 minutes	NETWORKING BREAK			
3:30-4:20 pm	<b>Oakton Ballroom</b>	<b>Country BR South</b>	<b>Country BR Center</b>	<b>Country BR North</b>
	Open Session	Cyber Risk Management PDH: 1	Facilitated Networking with Professional Consultants	Prime Contracting vs Subcontracting: How to Qualify, Compete & Profit
4:30-6:00 pm	NETWORKING RECEPTION			



THURSDAY, FEBRUARY 14

# DAY 2 : conference schedule

7:30-8:00 am	GENERAL REGISTRATION			
8:00-9:20 am	PANEL BREAKFAST • Oakton Ballroom			
	<b>TRANSFORMATION IN WISCONSIN PANEL</b> <i>Foxconn Imprint, National Technology, and Racine's Smart Cities</i>			
10 minutes	NETWORKING BREAK			
9:30 -10:20 am	<b>Oakton Ballroom</b>	<b>Country BR South</b>	<b>Country BR Center</b>	<b>Country BR North</b>
	Gateway Talent Development Initiatives	Strategies for Success and Winning Public Contracts	Subcontracts: The Good, the Bad, and the Ugly	Taming the Compliance Beast
10 minutes	NETWORKING BREAK			
10:30-11:20 am	<b>Oakton Ballroom</b>	<b>Country BR South</b>	<b>Country BR Center</b>	<b>Country BR North</b>
	SPONSOR HIGHLIGHT Mortenson Construction & The Boldt Company	Are You Working In Your Business or Are You Working on Your Business?	Perspectives & Priorities from WisDOT Leadership	Construction Quality Management Toolkit
10 minutes	NETWORKING BREAK			
11:30 am -2:00 pm	GOLDEN SHOVEL AWARDS LUNCHEON • Oakton Ballroom			
	<b>KEY NOTE ADDRESS</b> <b>Lieutenant Governor Mandela Barnes</b> <i>Future vision of the State of Wisconsin's construction industry.                      The importance of diversity in the local construction market.</i>			

ACTIVITY COLOR CODE KEY

GENERAL SESSIONS • Oakton Ballroom
PROFESSIONAL DEVELOPMENT WORKSHOPS • Lake Country Ballroom South
PROJECT DETAIL DISCUSSIONS • Oakton Ballroom
NETWORKING SESSIONS • Lake Country Ballroom Center
Business Development Workshops • Lake Country Ballroom North
10- or 15-Minute Networking Break



## PROFESSIONAL DEVELOPMENT WORKSHOPS

# DAY 1

### Financial Business Resources Panel

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**OAKTON BALLROOM / 9:30 - 10:15 AM**

**Joaquin Altoro** / VP Business Banking, Town Bank  
**Kermiath McClendon** / Program Manager, Access to Capital – African American Chamber of Commerce of WI  
**Nico Alamo** / Projects Assistant, First American Capital Corporation, Inc./Native CDFI  
**Ger Thao** / Project Manager, Hmong Wisconsin Chamber of Commerce/CDFI  
**Nelson Soler** / President and Chief Solutions Officer, Multicultural Entrepreneurial Institute

This panel presentation will provide insights on how a growing number of DBE firms and other small business owners are using the business development services and loan products of mission driven organizations, Chambers revolving loan funds and Community Development Financial Institutions in Wisconsin.

### Six Steps to a Better Business

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**COUNTRY BALLROOM SOUTH / 9:30 - 10:15 AM**

**Mike Thompson** / Certified Business Coach, Action Coach  
**Jackie Zach** / Certified Business Coach, Action Coach

This workshop will show you how to leverage your time to maximize efficiency and take profits to the next level, build a great team and motivate them, create systems that will be the foundation for continuous improvement, and get the quality of life that you started your business for in the first place.

### Job Safety Best Practices

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**COUNTRY BALLROOM NORTH / 9:30 - 10:15 AM**

**Josh Schmidt** / CG Schmidt  
**Andrew Heidtke** / Bureau of Traffic Operations, WisDOT

Good safety practices on the jobsite is critical to the health and well being of all people on the project. Having safety plans in place and implementing these plans is critical to minimizing jobsite injuries and thereby reducing the cost of insurance. This workshop will discuss some best practices to attain good jobsite safety.

### Solutions Synergy for Transportation Workforce Development

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**OAKTON BALLROOM / 10:30 - 11:15 AM**

**Ranard Morris and Lorie Thompson** / Forward Service  
**Laura Heller** / WRTP/BIG STEP  
**Ola Baiyewu** / First Choice Pre-apprenticeship  
**Kristin Long** / Pathways Wisconsin

Practitioner panel of regional resources offer collaborative workforce development solutions tailored for infrastructure contractors that recruit, train, retain, certify and incentivize hiring diverse talent for the skilled trades. Participants will leave this session understanding the benefits of cross-collaborative, community-focused, industry-led, education-enhanced, worker-centered, skill-based programming and partnerships. Most notably, contractors will realize that the services are FREE and work best with contractor engagement!

## PROFESSIONAL DEVELOPMENT WORKSHOPS

### Innovative Solutions to Minimize Risk

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**COUNTRY BALLROOM SOUTH / 10:30 - 11:15 AM**

**Matt Gilmore, CSP, CFPS, CLCS, ARM, SVP**  
Regional Leader - Risk Services Division,  
HUB International Limited

Explore new and innovative solutions to help reduce exposure within the construction industry. Special focus on safety through design and ways to reduce exposure to falls and other high severity hazards, utilization of technology, and ways to better engage and retain employees.

### Surviving Financial Challenges: Resources from a CPA and SBA

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**COUNTRY BALLROOM NORTH / 10:30 - 11:15 AM**

**Adetunji Lesi** / Tunji-Lesi, CPA, LLC  
**Eric Ness** / Small Business Administration

Every business owner knows that one of the biggest risks to owning and operating your own business is the financial risk. If you don't have the resources to personally fund the business, you might need to consider raising financing to ensure that you don't have to cut corners on operations or marketing. The SBA recognizes the challenges that small companies face, which is why this government organization provides financial assistance in the form of SBA-backed loans. The presenters of this workshop will examine how a successful DBE firm fell into financial stress, then discuss the different types of business financing, pitfalls to avoid and the importance of having adequate collateral and funding for success.

### Guide to Navigating Government Contracts

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**OAKTON BALLROOM / 1:15 - 2:15 PM**

**Gabriela Garcia** / Regional Director, US DOT Small Business Transportation Resource Center  
**Aina Vilumsons** / CEO, Wisconsin Procurement Institute (WPI)

In this presentation, participants will learn the eligibility process and the documents required of the US DOT Short Term Lending Program, an asset-based lending program and benefits of Wisconsin Procurement Institute. Those who are interested in seeking working capital on federally funded infrastructure/transportation related projects should attend this session.

### PS&E 301: WisDOT Regional Perspectives Panel **PDH: 1**

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**COUNTRY BALLROOM SOUTH / 1:15 - 2:15 PM**

**Dave Stertz** / WisDOT Proposal Management Chief  
**Cyle Haag** / Bureau of Proposal Development  
**Michael Coleman** / Bureau of Project Development  
**Robert Reukema, PE** / Bureau of Project Development  
**Douglas Cain** / SE Region Project Manager  
**Jodie Marsh** / NE Region Project Manager

WisDOT regional offices create measures and standards for the products they procure from consultants; PS&E guidelines are one such product. Representatives from WisDOT's busiest regions will participate in an advanced-level discussion about how the regions process PS&E, address common errors and share lessons learned.



## PROFESSIONAL DEVELOPMENT WORKSHOPS

# DAY 1

## Evolving Technology & Tools at WisDOT

COUNTRY BALLROOM NORTH / 1:15 - 2:15 PM

**Dave Esse** / Innovation, Research & Technology  
Program Chief, DTSD, WisDOT

Technology in the construction area is evolving rapidly with the deployment of E-contracting and GPS equipment systems across the nation. This workshop will provide the latest in new technology in the field to enhance contractors' and construction engineers' efficiency and profitability. The latest in industry trends and FHWA initiatives also will be discussed.

## Construction Risk Management Kaleidoscope

PDH: 1

COUNTRY BALLROOM NORTH / 2:30 - 3:20 PM

**Gary Whited** / Whited Engineering Management  
**Brad Eberhardt** / Hoffman Construction  
**Micky Day** / DK Contractors

This workshop will explore risks that DBE's need to be aware of from 3 different perspectives. General overall project risks from an engineering perspective. The perspective from a prime contractor who has worked with many DBE's over the years. The perspective of a successful DBE subcontractor as to what to think about relating to risks working with a prime.

## Taking the High Road: Ethical Considerations in the Transportation Industry

PDH: 1

COUNTRY BALLROOM SOUTH/ 2:30 - 3:20 PM

**Lafayette Crump** / COO, Prism Technical Management  
and Marketing Services

This workshop will explore ethical dilemmas faced by business owners and employees, as they attempt to achieve the best professional and personal results while continuing to follow their moral compass within the ever-changing dynamics of our world at large.





## PROFESSIONAL DEVELOPMENT WORKSHOPS

### Cyber Risk Management PDH: 1

COUNTRY BALLROOM SOUTH / 3:30 - 4:20 PM

**Matt Gilmore, CSP, CFPS, CLCS, ARM, SVP**  
Regional Leader - Risk Services Division,  
HUB International Limited

Now more than ever, organizations must understand cyber threats and the potential impact on their businesses. This threat is greater than the loss of data and business interruption. Cyber breaches can result in fines, loss of revenue, and your businesses reputation. HUB International, one of the largest insurance brokers in the world, will explain how your business needs to prepare and mitigate the threat of a breach.

Specifically HUB will cover:

- Recent Trends in cyber risk (Phishing, social engineering...)
- Risk facing business
- Prevention and mitigation techniques
- Purpose of cyber insurance

### Prime Contracting vs Subcontracting: How to Qualify, Compete & Profit

COUNTRY BALLROOM NORTH / 3:30 - 4:20 PM

**Jillene Fehrman** / WisDOT Proposal Management  
Chief

**Claude Lois** / Village of Mt. Pleasant

**Christy Wade** / Arbor Green Inc.

Workshop will compare and contrast the requirements for competing as a prime contractor and a subcontractor from the perspectives of a local agency, WisDOT and a DBE whose competed and won as both. Panel will share advice, experience and near-future opportunities associated with the public infrastructure work supporting the Foxconn Redevelopment in Mount Pleasant.



## PROFESSIONAL DEVELOPMENT WORKSHOPS

# DAY 2

## Gateway Talent Development Initiatives

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**OAKTON BALLROOM / 9:30 – 10:20 AM**

**Matthew Janisin** / VP - Business & Workforce Solutions, Gateway Technical College

**Raymond Koukari** / IT, Gateway Technical College

Gateway will provide an update on the Fast Forward Grant, Advanced Manufacturing, and new programs developed to meet Foxconn demands.

## Strategies for Success and Winning Public Contracts

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**COUNTRY BALLROOM SOUTH / 9:30 – 10:20 AM**

**Godwin Amegashie** / SEED Consulting

Presenter will share expertise and practical advice from years of leading Wisconsin's MBE program and Small Business Banking at a major commercial bank for 30 plus years. Session will share tried and true strategies for presenting the profitability and potential of your business, increasing the return on investment in business-to-business dialogue and improving your odds for winning government contracts using your skills and certifications.

## Subcontracts: The Good, the Bad, and the Ugly

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**COUNTRY BALLROOM CENTER / 9:30 – 10:20 AM**

**Dan Zignego** / Zignego Construction

**Michael Van Someren** / Davis|Kuelthau

Subcontracts to primes can vary greatly. This workshop will have a legal expert discuss what a subcontract is in general, provide samples to look at, indicate what to watch out for when executing one, and share other items to include in your subcontract to set yourself up for a successful project. A WisDOT prime contractor will also discuss what his firm looks for from DBE's when they set up subcontracts on their WisDOT contracts.

## Taming the Compliance Beast

---

**COUNTRY BALLROOM NORTH / 9:30 – 10:20 AM**

**Julie Harkinson** / Harkinson Consulting

**Norman Davis** / Director- City of Madison

**Bill Clingan** / WRTP/BIG STEP Madison

**Natalia Vega** / WisDOT Labor Compliance

Equal Employment Opportunity (EEO) experts will explore local, state and federal EEO requirements identifying the sand traps that hurt your goal of a diverse, productive workforce; while Labor Compliance Specialists describe the consequential whip from this year's violation trends and share case studies and upcoming training that will feed and sustain wage and contract compliance.

## Are You Working in Your Business or are You Working on Your Business?

---

**COUNTRY BALLROOM SOUTH / 10:30 – 11:20 AM**

**Mike Thompson** / Certified Business Coach, Action Coach

**Jackie Zach** / Certified Business Coach, Action Coach

Are you spending your time completing tasks in your business that you can delegate? Do you find that you don't have enough time to plan and strategize to grow your business? Are you bogged down in the day to day operations instead of working on strategies that will take your business to the next level? If so, learn the difference between working ON your business versus working IN your business.



## PROFESSIONAL DEVELOPMENT WORKSHOPS

### Perspectives & Priorities from WisDOT Leadership: Stakeholder Discussion

**COUNTRY BALLROOM CENTER / 10:30 – 11:20 AM**

**Steve Krebs** / DTSD Deputy Administrator  
**Dewayne Johnson** / SE Region Director  
**Bob Guiterriez** / SE Freeways Chief

This leadership panel including WisDOT's Chief Engineer's Leadership team, SE Region Director and Deputy Director, and Key Project Leaders will share key insights and perspectives about doing business with WisDOT. 20 minutes will be dedicated to audience Q & A.

### Construction Quality Management Toolkit

**COUNTRY BALLROOM NORTH / 10:30 – 11:20 AM**

**Heather Sackman** / WisDOT

A presentation on the construction quality management toolkit WisDOT has developed that is designed to provide direction and guidance to project staff, consultants and contractors to achieve the successful delivery of WisDOT Construction projects.



## DIRECTORY

## Directory of WisDOT Leadership and Networking Stakeholders

**KEYNOTE ADDRESS:** **Craig Thompson** / Secretary  
**AWARDS CEREMONY:** **Paul Hammer** / Deputy Secretary  
**AWARDS CEREMONY:** **Steve Krebs** / DTSD Deputy Administrator

**OPEN FORUM FOR DBE ISSUES:**  
 Trucking, Good Faith Effort and  
 TrANS Program

**DAY 1 / COUNTRY BALLROOM CENTER / 9:30 AM**

**Madalena Maestri** / DBE Program Chief  
**Oluyemi Falomo** / DBE Technical Advisor  
**Deborah Albright** / Good Faith Effort Specialist  
**Paul Ndon** / Trucking Specialist  
**Natalia Vega** / Labor Compliance Investigations  
**Lorie Thompson and Ranard Morris** / Forward  
 Service Corporation  
**Laura Heller and Michelle Blanchard** / WRTP/BIG STEP

**OPPORTUNITY PANEL:**  
 Doing Business with WisDOT for  
 Non-Highway Stakeholders

**DAY 1 / COUNTRY BALLROOM CENTER / 10:30 AM**

**Dean Prestegaard** / Planning & Economic  
 Development Chief  
**Randy Knoche** / Audit & Contract Administrative Chief  
**Eric Stoegbauer** / Transit, Local Roads, Railroads &  
 Harbors (FTA)  
**Shannon Clary** / Aeronautics & Technical Services  
 (FAA)

**OPPORTUNITY PANEL:**  
 Highway Transportation  
 Infrastructure & Networking  
 with WisDOT

**DAY 1 / COUNTRY BALLROOM CENTER / 1:15 PM**

**PANEL**

**Jeff Gust** / State Highway Programs Manager  
**Tom Buchholz** / NE DOT Program Chief  
**Bob Guiterriez** / SE Freeways Engineering Chief

**NETWORKING STAKEHOLDERS**

**Sheri Schmit** / SE Region Deputy Director  
**David Nguyen** / North South Freeways Chief  
**Olubumni Olapo** / Project Development Chief  
**Ben Eruchalu** / SE Region PDS Supervisor  
**Deb Evers** / SE Region TSS Supervisor

Perspectives and Priorities from  
 WisDOT Leadership: Stakeholder  
 Discussion

**DAY 2 / COUNTRY BALLROOM CENTER / 10:30 AM**

**Steve Krebs** / DTSD Deputy Administrator  
**Dewayne Johnson** / SE Region Director  
**Bob Guiterriez** / SE Freeways Engineering Chief



## DIRECTORY

# Directory of Networking Contractors & Consultants

### AECOM

Mike Prebowski  
michael.preboske@aecom.com  
1952 Pearson Street  
Madison, WI 53704  
608-242-3948

### Ayres Associates

Philip Bain  
BainP@AyresAssociates.com  
N17 W24222 Riverwood Dr.  
Suite 310  
Waukesha, WI 53188  
262-523-4488

### Alfred Benesch & Company

Amanda Zacharias  
azacharias@benesch.com  
1300 W. Canal Street, Suite 150  
Milwaukee, WI 53233  
414-308-1310

### BOLDT Company

Alan Loving  
alam.loving@boldt.com  
205 W. Wacker Dr, # 250  
Chicago, IL 60606  
312-283-3212

### CG Schmidt

Helena Johnson  
helena.johnson@cgschmidt.com  
11777 W Lake Park Dr  
Milwaukee, WI 53224  
414-577-1177

### Collins Engineers

Tom Collins  
tmcollins@collinsengr.com  
2033 W. Howard Ave.  
Milwaukee, WI 53221  
414-282-6905

### CORRE, Inc.

Troy Gagner  
tgagner@correinc.com  
6510 Grand Teton Plaza,  
Suite 314  
Madison, WI 53719  
608-826-6127

### DAAR

Frank D'Amato  
Frank.damato@daarcorp.com  
325 E. Chicago Street, Suite 300  
Milwaukee, WI 53202  
414-225-9817

### D.L. Gasser Construction

A Division of Mathy Const. Co.  
Tina Neuman  
tina.neuman@dlgasser.com  
P.O. Box 441  
Baraboo WI 53913  
608-356-3311

### EMCS, Inc.

Dave Brose  
dbrose@emcsinc.com  
1300 W. Canal Street, Suite 200  
Milwaukee, WI 53233  
414-347-1607

### Fahrner Asphalt Sealers, LLC

Megan Myllyla  
megan.myllyla@fahrnerasphalt.com  
2800 Mecca Drive  
Plover, WI 54467  
715-341-2868

### Gilbane Building Company

Linda Graves  
lgraves@gilbaneco.com  
101 W. Pleasant St. # 104,  
Milwaukee, WI 53212  
414-287-2600

### Hoffman Construction Company

Ian Johnson  
ijohnson@hoffcons.com  
123 County Road A  
Black River Falls, WI 54615  
715-284-2512

### Integrity Grading & Excavating

Ruth Geire  
ruth@integrityge.com  
605 Grossman Drive  
Schofield, WI 54476  
715-359-4042

### James Peterson Sons, Inc.

**BUTEYN-PETERSON CONSTRUCTION CO.**  
Brett Machon  
brett.machon@jpsbp.com  
N2251 Gibson Dr., PO Box 120  
Medford, WI 54451  
715-965-3601

### KL Engineering

Kim Lobdell  
klobdell@klengineering.com  
5400 King James Way, Suite 200  
Madison, WI 53719  
608-663-1218

### Kapur & Associates

Tim Anheuser  
tanheuser@kapurinc.com  
7711 N. Port Washington Road  
Milwaukee, WI 53217  
414-751-7200

### Kraemer North America

Michael Nate  
mnate@kraemerna.com  
P.O. Box 220  
Plain, WI 53577  
608-546-2311, Ext.369

### MSA Professional Services

Quirin Klink  
qklink@msa-ps.com  
1230 South Boulevard  
Baraboo, WI 53913  
608-356-2771

### Mashuda Contractors

Tom Mashuda  
Matt Mashuda  
6N6504 Highway 73  
Princeton, WI 54968  
920-295-3329

### Mathy Construction

Jennifer Hougom  
jennifer.hougom@mathy.com  
920 10th Ave N  
Onalaska, WI 54650  
608-779-6631

### Michels Corporation

Herb Miller  
hmiller@michels.us  
817 Main Street,  
Brownsville, WI 53006  
920-583-3132

## NETWORKING SCHEDULE

### DAY 1 - February 13th

1:15 - 2:15 pm	Networking with WisDOT
2:30 - 3:20 pm	Speed Networking with Prime Contractors
3:30 - 4:20 pm	Facilitated Networking with Prime Consultants
4:30 - 6:00 pm	NAMC-WI Networking Reception

### Monarch Paving Company

A Division of Mathy Constr. Co.  
Lori Moen  
lori.moen@monarchpaving.com  
768 U.S. Highway 8  
Amery, WI 54001  
715-268-2687

### Mortenson

Jeff Gruhn  
Jeffrey.Gruhn@mortenson.com  
17975 West Sarah Lane  
Brookfield, WI 53045  
262-879-2531

### Oneida Engineering Solutions

An Oneida ESC Group Company  
Matthew Kunstman  
mkunstman@oesllc.com  
2555 Packerland Drive  
Green Bay, WI 54307  
920-884-3970

### Parisi Construction Co, Inc.

Christine Ahern  
christine@parisiconstruction.com  
S Nine Mound Road  
Verona, WI 53593  
608 848-5991

### Patrick Engineering

Rowland Hoslet  
rhoslet@patrickco.com  
480 Pilgrim Way, Suite 1250  
Green Bay, Wisconsin 54304  
920-321-2330

### Payne and Dolan, Inc.

A Walbec Group Company  
Tracey Griffith  
tgriffith@walbecgroup.com  
N3W23650 Badinger Rd.  
Waukesha, WI 53188  
262-524-1871

### Pheifer Brothers Construction

Tim Groechel  
599 Bondon Dr  
Neeah, WI 54956  
920-729-4300

### raSmith

Steve Berg  
bonnie.horning@rasmith.com  
16745 West Bluemound Road  
Brookfield, WI 53005  
262-317-3310

### Rock Road Companies, Inc.

Meghan Vaxman  
lahrens@rockroads.com  
P.O. Box 1818  
Janesville, WI 53547  
608-752-8944

### SEH

Darren Fortney  
6808 Odanda Rd, Suite 200  
Madison, WI 53719-1137  
800-732-4362

### Stark Pavement Corporation

Greg Schmeling  
gscmeling@starkcorp.us  
12845 W. Burleigh Road  
Brookfield, WI 53005  
414-466-0644

### Vinton Construction Company

John Streu  
jstreu@vintonwis.com  
2705 N. Rapids Road  
Manitowoc, WI 54221  
920-682-0375

### Northeast Asphalt, Inc.

A Walbec Group Company  
Dan Eckstrom  
deckstrom@walbecgroup.com  
W6380 Design Drive  
Greenville, WI 54942  
920-716-0120

### Walbec Group

Dan Webster  
dwebster@walbecgroup.com  
N3 W23650 Badinger Rd  
Waukesha, WI 53188  
262-524-1700

### WEC Energy Group

Jerry Fulmer  
jerry.fulmer@we-energies.com  
231 W. Michigan Street  
Milwaukee, WI 53203  
414-221-2345

### Zignego Company Inc.

Dan Zignego  
dzignego@zignego.com  
W226 N2940 Duplainville Road  
Waukesha, WI 53186  
262-547-4700



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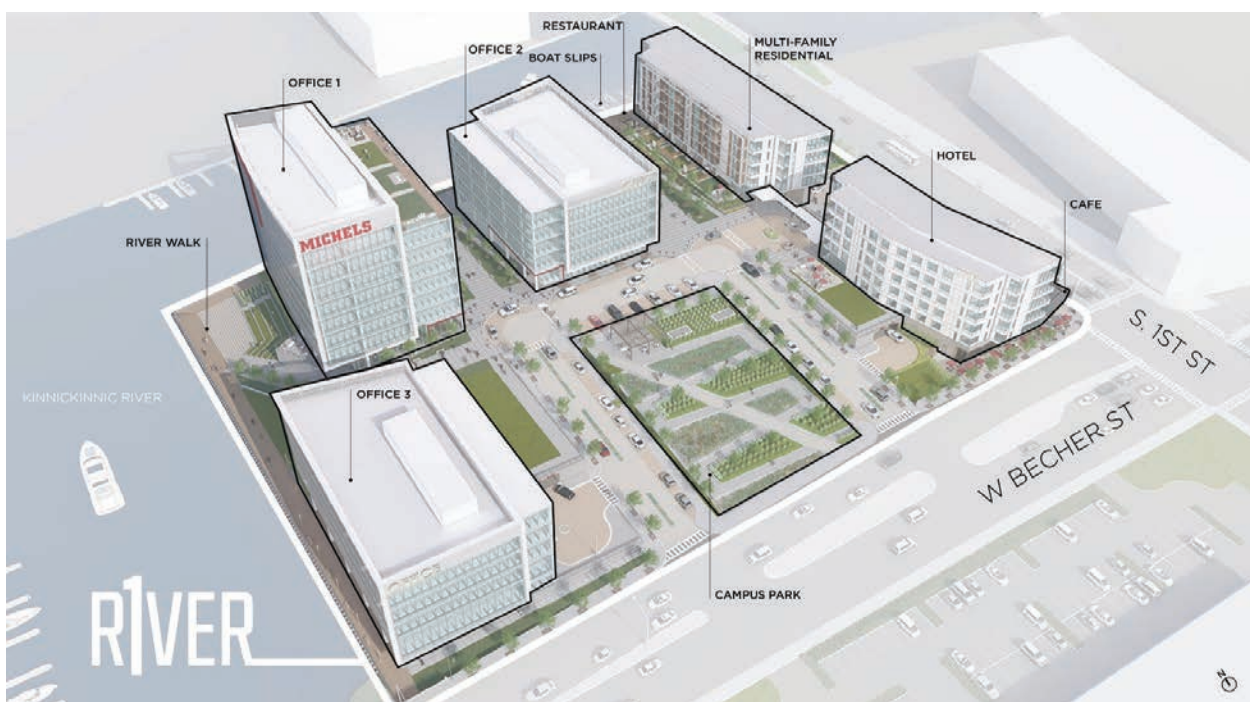
The first sponsor block features a gold background on the left with a white starburst logo containing a five-pointed star, the word "GOLD" below it, and a ribbon with "SPONSOR". The right side has a light beige background with the Mortenson logo, which includes a blue and black bar chart icon and the name "Mortenson" in black.



The second sponsor block features a gold background on the left with a white starburst logo containing a five-pointed star, the word "GOLD" below it, and a ribbon with "SPONSOR". The right side has a light beige background with the CGSCHMIDT logo, which includes a grey triangle with three red triangles inside and the name "CGSCHMIDT" in black.

## PROJECT PROFILES

## R1VER Development



Michels Corp. plans for a \$100 million Milwaukee development on the former Horny Goat Hideaway property, is to be anchored by one of its offices, and would combine apartments, a hotel and shopping around large plazas and a river walk.

Called River 1, the development is planned for six acres along the Kinnickinnic River at First and Becher streets. The project will have 220,000 sf of office space in three riverside buildings, the first of which would include a regional office for Brownsville-based Michels. That first building, standing eight stories tall, could be complete by summer 2020.

"Michels is proud of our heritage as a Wisconsin company that has been, and always will be, headquartered in Brownsville," said Pat Michels, president of Michels Corp. in a Milwaukee Business Journal article. "Our new Milwaukee office will be an important part of serving our customers and attracting top talent to our growing business."

Michels would occupy the top three floors of the building. The first five floors are being marketed to other tenants.

A 103-room hotel would be built at the corner of First and Becher. A neighboring apartment building would have 67 units on First Street. New storefronts would line First Street, and a restaurant would have public seating on a walkway along the river at First Street. Those contribute to the 20,000 sf of retail space in the overall project.

All of the buildings would share two levels of new underground parking that Michels would build over the top of the entire property. The buildings would stand atop that parking structure, with 1,000 spaces.

New river walks, built with funding support from the city of Milwaukee, and a large public plaza off of Becher Street would provide public gathering spaces.

Those uses are all planned for the first phase of construction, with a summer 2020 opening. The second and third planned office buildings would come in future phases.

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WEDNESDAY, FEBRUARY 13

# DAY 1 : opening session

8:00 am - 9:15 am

## Call to Order

### Michele Carter

Director and Master of Ceremony  
Office of Business Opportunity and Equity  
Compliance  
Wisconsin Department of Transportation

## WI Unified Certification Program Panel

### Norman Davis

Director  
Department of Civil Rights  
City of Madison

### Rick Norris, P.E.

Director  
Community Business Development Partner  
Milwaukee County

## FHWA Perspectives

### Timothy Marshall

Acting Division Administrator  
Federal Highway Administration

## Foxconn In Review One Year Later

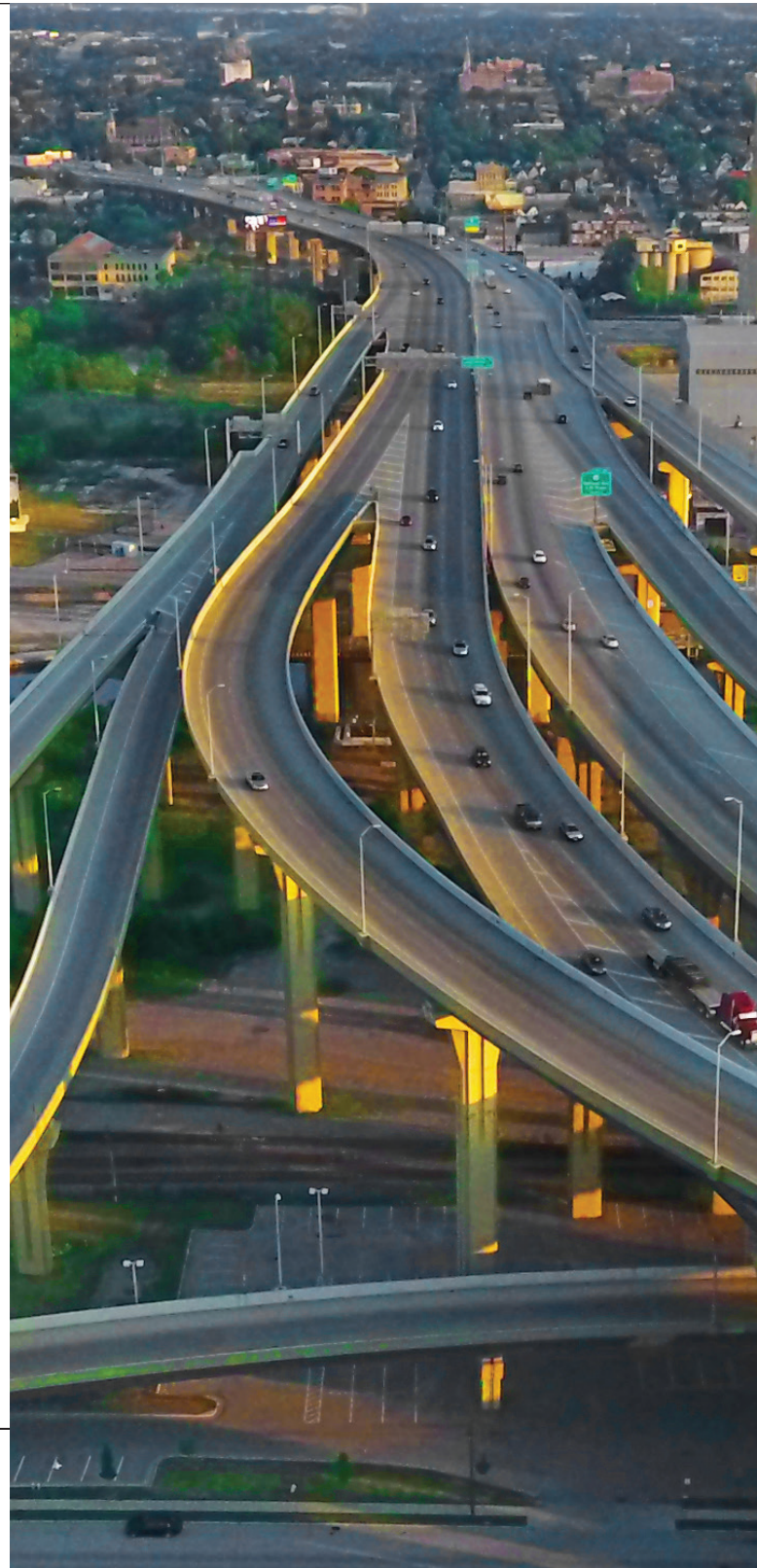
### Jela Trask

Key Business Liaison  
Business and Investment Attraction Director  
Wisconsin Economic Development Corporation

## Opportunity Presentation

### David Nguyen

North South Freeways Chief  
Wisconsin Valley / SE Region  
Wisconsin Department of Transportation



## PROJECT PROFILES

## Komatsu's South Harbor Headquarters & Manufacturing Campus

Milwaukee-based Komatsu Mining Corp. is investing \$285 million in a new state-of-the-art headquarters and manufacturing campus in the city's Harbor District. The project is anticipated to be the largest new urban manufacturing facility in the country.

With support from the City of Milwaukee and State of Wisconsin, Komatsu plans to build a 410,000-square-foot manufacturing facility, a 170,000-square-foot office building and 20,000-square-foot company museum and training facility.

The facilities will be purpose-built and designed to maximize safety, sustainability and efficiency; with a goal of reducing energy consumption by 75% and water consumption by 80% compared to current operations.

The company is now in the selection process to determine its design, general contractor and inclusion firm partners that will work on the project, with plans to select specific companies in the first quarter of 2019. Groundbreaking is projected for late 2019. The company hopes to relocate to the campus by 2022.

As the new global headquarters for Komatsu's mining business, the South Harbor Campus is an exciting step forward for the company's Milwaukee manufacturing operations. Komatsu supplies industry-leading mining equipment, technology and services to customers worldwide, to support the extraction of essential minerals that power modern society.

## Advocate Aurora Health

Aurora Health Care has announced several projects totaling more than \$500 million. Projects include:

- \$55.5 million ambulatory surgery center and medical office building in the rapidly growing 84 South development in Greenfield. The project will enhance patient access to a variety of services, including general surgery, orthopedics, pediatrics, GI, pain management and urology. The multistory, approximately 130,000-square-foot facility would include an outpatient imaging center, sports health and rehabilitation, a specialty physician clinic and dispensary pharmacy. The project is expected to be completed in the summer of 2019.
- \$130 million health center that includes an outpatient surgery center and medical office building in Kenosha. The location is west of Interstate 94 and north of Highway 50.
- \$40 million expansion of the Athletic Performance Research Center at Marquette University.

## Milwaukee Bucks Arena and Entertainment Block

The Wisconsin Entertainment and Sports Center (WESC), home of the Milwaukee Bucks, is a state-of-the-art, multi-purpose sports and entertainment center in downtown Milwaukee, and an iconic landmark for the City and the State of Wisconsin. The \$524 million arena opened for the 2018-19

NBA season with a new parking structure and a \$30 million practice facility that opened in August 2018. Mortenson Construction is the construction manager for the WESC. The Live Block entertainment space includes bars, restaurants and public space just east of the new arena.



WEDNESDAY, FEBRUARY 13

# DAY 1 : general session

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11:30 am - 1:00 pm

## Welcome

**Brian Mitchell**

President  
National Association of Minority Contractors -  
Wisconsin (NAMC-WI)

## Sponsor Highlights

**Milwaukee Bucks Entertainment Block**

**Alex Lasry**  
Senior Vice President

**Advocate Aurora Health**

**Kelly Noel**  
System Vice President of Facilities

## Opportunity Presentation

**Rocky Marcoux**

Commissioner  
City of Milwaukee,  
Department of City Development

## WELCOME ADDRESS



**Craig Thompson**  
Secretary Designee  
Wisconsin Department  
of Transportation

Craig Thompson was appointed by Governor Tony Evers to serve as secretary of the Wisconsin Department of Transportation (WisDOT) beginning in January 2019. WisDOT is one of the largest state agencies, with 3,400 employees and a biennial budget of more than \$6 billion. The department supports all modes of transportation, including state highways, local roads, railroads, public transit systems, airports, and harbors. In addition, the department includes the Division of Motor Vehicles, which serves about 50,000 customers each week, and the Division of State Patrol that enforces laws and assists motorists throughout the state.

Previously Craig was the executive director of the Transportation Development Association (TDA) of Wisconsin. He has more than 25 years of experience working with Wisconsin businesses, communities, legislators and units of government. Prior to leading TDA, he served as the legislative director for the Wisconsin Counties Association, managing legislative initiatives at the state and federal levels.

Craig is a native of Racine and a graduate of the University of Wisconsin-Madison. He lives in Madison with his wife and their two teenagers.





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THURSDAY, FEBRUARY 14

## DAY 2 : panel breakfast

8:00 am - 9:20 am

### Welcome

**Brian Mitchell**  
President  
NAMC-WI

### Welcome Address

**Paul Hammer**  
Deputy Secretary  
Wisconsin Department of Transportation

### PANEL PRESENTATION

#### TRANSFORMATION IN WISCONSIN:

Foxconn Imprint,  
National Technology, and  
Racine's Smart City



**Moderator**  
**Dr. Connie Li, P.E.**  
President  
TranSmart Technologies

FOXCONN is a once-in-a-century opportunity for Wisconsin because of its \$10 billion capital investment, projected 13,000 jobs, and its use of Smart City and autonomous driving technologies to assist with staff and freight movements. Listen to a panel of experts discuss the Foxconn Imprint, National Technology, and Racine's Smart City.

### TRANSFORMATION IN WISCONSIN PANEL



**Shawn McComb**  
Director of Business  
Development &  
Commercial Management  
Foxconn



**Ted Hamer**  
Managing Director  
KPMG



**Cory Mason**  
Mayor  
City of Racine

## LIEUTENANT GOVERNOR BIOGRAPHY

### Lieutenant Governor **Mandela Barnes**

Mandela Barnes serves as Wisconsin's 45th Lieutenant Governor. He was elected on November 8, 2018 and sworn into office on January 7, 2019. He is the first African-American to serve as a Lieutenant Governor in Wisconsin, and the second African-American to ever hold statewide office.

Born and raised in Milwaukee, Mandela is the son of a public-school teacher and a United Auto Workers member, to whom he credits much of his success. He grew up attending Milwaukee Public Schools and is an alumnus of Alabama A&M University. He worked for various political campaigns and in the office of Milwaukee Mayor Tom Barrett, eventually becoming an organizer for Milwaukee Inner City Congregations Allied for Hope, a Milwaukee-based interfaith coalition that

advocates social justice. Mandela also worked for the State Innovation Exchange, a national progressive public policy organization.

In 2012, at the age of 25, Mandela was elected to the Wisconsin State Assembly, where he served two two-year terms. His tenure in the State Assembly included serving as Chair of the Legislature's Black and Latino Caucus and becoming a recognized leader on progressive economic policies and gun violence prevention legislation.

As Lieutenant Governor, Mandela will continue to fight for solutions that invest in opportunities and fairness for every child, person, and family in Wisconsin, regardless of zip code.



Mandela Barnes takes the oath of office, making him the first African American Lieutenant Governor of the State of Wisconsin.



## AWARDS LUNCHEON

# Wisconsin DOT Secretary's Golden Shovel and NAMC Golden Champion for Leadership Awards Luncheon

Thursday, February 14  
11:30 am - 2:00 pm

### Welcome

**Brian Mitchell**

President  
National Association of Minority  
Contractors - Wisconsin (NAMC-WI)

**Paul Hammer**

Deputy Secretary  
Wisconsin Department of Transportation

### KEYNOTE PRESENTER



**Mandela Barnes**  
Lieutenant Governor  
State of Wisconsin

Future vision of the  
State of Wisconsin's  
construction industry.

The importance of  
diversity in the local  
construction market.

## AWARD PRESENTATIONS

### NAMC Golden Champion Award for Leadership in Minority Business Development in Wisconsin Construction Industry

**National Association for Minority Contractors**

Brian Mitchell, President  
Ugo Nwagbaraocha, Vice President  
George Lawrence, Executive Director

### Secretary's Golden Shovel Awards

**Wisconsin Department of Transportation**

Paul Hammer, Deputy Secretary  
Steve Krebs, DTSD Deputy Administrator  
Michele Carter, OBOEC Director

## NAMC GOLDEN CHAMPION AWARD

### National Association of Minority Contractors Golden Champion Award for Leadership in Minority Business Development in Wisconsin Construction Industry



#### Ruth Geier / INTEGRITY GRADING AND EXCAVATING, INC.

Ruth Geier has been Vice President and Equal Rights Officer of Integrity Grading and Excavating, Inc. (IGE) since the company opened their doors in 2006. As Equal Rights Officer, Geier strives for diversity and inclusion in their workforce and contracting goals. In 2013, she received the Wisconsin Department of Transportation Tribal Excellence Award for the company's outstanding performance and communication while working on the HWY 47 Project, located on Tribal lands. With her continuous outreach efforts, Geier has cultivated relationships with the TrANS Program, Department of Workforce Development, Department of Vocational Rehabilitation, and the American Indian Chamber of Commerce of Wisconsin. In January 2019, IGE presented a pilot seminar called, "Breaking the Barrier," designed for DBEs to ask questions, learn, and network in the construction industry. Geier and the Integrity Team are planning on holding more of these seminars in the future, geared towards specific topics such as job costing, building a workforce, and compliance. Since 2017, IGE has awarded over \$3 million in contracts to minority, women, small, or disadvantaged firms, and has exceeded those contracts with over \$1 million additional commitment. Geier works with other business owners, members of the community, government officials, and subcontractors to develop and integrate successful EEO and Affirmative Action plans and strategies. She continues to build on those action plans to go above and beyond in IGE's recruiting and inclusion efforts.



#### Connie Li, PhD, PE / TRANSMART TECHNOLOGIES

Connie Li, PhD, PE is President and CEO of TranSmart Technologies, Inc. Dr. Li specializes in traffic engineering, highway engineering, transportation planning, Intelligent Transportation Systems (ITS), and traffic modeling and simulations. She has more than 28 years of experience in the advanced technology areas in transportation engineering industry and served as project manager on major transportation engineering projects. In 1996, Dr. Li founded TranSmart Technologies. TranSmart acquired EJM Engineering, a Chicago based women-owned company in May, 2017. This acquisition made TranSmart/EJM one of the largest women-owned companies in the region that provides multi-disciplinary, full service consulting in civil/electrical/structural/traffic engineering, ITS, transit, and construction engineering services. Dr. Li grew the business from a single person firm to a company of nearly 100 employees with offices in Wisconsin, Illinois, Virginia, and Minnesota.

Dr. Li earned her PhD in Civil Engineering at the University of Illinois at Chicago. She is a registered Professional Engineer in the States of Wisconsin, Illinois, Minnesota, Iowa, Michigan, Indiana, New York, and Virginia. She received the International Women of Influence Award by Global Executive Women magazine. She was also awarded the Woman of the Year by the Women Transportation Seminar Wisconsin Chapter in 2013.

## NAMC GOLDEN CHAMPION AWARD

# National Association of Minority Contractors Golden Champion Award for Leadership in Minority Business Development in Wisconsin Construction Industry



**Seyoum Mengesha, EDFP** / WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Seyoum Mengesha, EDFP is the Minority & Small Business Director for Wisconsin Economic Development Corporation (WEDC). Seyoum has been working for the State of Wisconsin since December 2006 in the Bureau of Minority Business Development of the Department of Commerce, as Business Consultant and Certification Specialist. In 2011, when the Department became the Wisconsin Economic Development Corporation, Seyoum became the Manager of the Program and is responsible for developing and implementing customized solutions to support the underserved business communities in Wisconsin. WEDC partners with minority, women, veteran and LGBT Chambers of Commerce to achieve its mission. He has played a key role in WEDC's success by supporting the launch or growth of the four Revolving Loan Funds that are run by the minority chambers, as well as over 12 chambers that provide technical assistance to their business communities. Another milestone is the establishment of the Ethnically Diverse Business Coalition by the chambers, in June of 2012, to coordinate their resources and to speak with one voice. Seyoum is also responsible for organizing Marketplace, the Annual Governor's Minority Business Development Conference, hosted by WEDC in partnership with the public and private sectors to ensure that diverse businesses gain access to contract opportunities. Prior to joining the State, Seyoum was for 8 years the Director of the Community Economic Development Corporation, a program supporting minority businesses in Racine WI.



**Daryl Hodnett** / ADVOCATE AURORA HEALTH

D.M. (Daryl) Hodnett serves as System Director-Supplier Diversity and Inclusion for Advocate Aurora Health (AAH). Mr. Hodnett is chartered with integrating and growing a supplier diversity effort for the newly combined health system. During his two years in the role for Aurora Health Care, Mr. Hodnett helped lead Aurora to \$30 million dollars in measured spending with diverse suppliers during 2017, a +44 % increase versus 2016 spending. Aurora was awarded the 2018 Premier Inc. Supplier Diversity of the Year Award and the 2018 MMAC Business Council award for its supplier diversity efforts. Mr. Hodnett represents Advocate Aurora Health on the Near West Side Board, serving as an Officer of the Board. He also represents AAH on Premier's National Supplier Diversity Committee. Prior to AAH, Mr. Hodnett was Director-Supplier Diversity at The University of Missouri System, where he reengineered the supplier diversity program. He spent most of his career at The Procter & Gamble Company. In his last assignment as Group Manager-Corporate Purchases, North America, he helped lead and build the world-class supplier diversity effort. Mr. Hodnett attended the University of Cincinnati majoring in business administration.



## NAMC GOLDEN CHAMPION AWARD

# National Association of Minority Contractors Golden Champion Award for Leadership in Minority Business Development in Wisconsin Construction Industry



### Miron Construction

Miron Construction Co., Inc. is one of the nation's premier construction firms and is recognized as an industry leader, surpassing \$1 billion in revenue in 2017. Miron is the largest building contractor in the state of Wisconsin and provides innovative pre-construction, construction management, design-build, industrial, and general construction services nationwide. The forward-thinking, fast-growing, more than 100-year-old private company is headquartered in Neenah, Wisconsin, with regional offices in Madison, Wausau, Milwaukee, and Eau Claire, Wisconsin, and Cedar Rapids, Iowa. Ranked by Engineering News Record (ENR) as 81st among the "Top 400 Contractors in the United States" (based on 2017 revenue) and 99th among the "Top 100 Green Building Contractors in the United States" (based on 2017 green building revenue), Miron is also the Official Provider of Construction Services for the Green Bay Packers and Lambeau Field.



### Dr. Alan Yeung / FOXCONN

Alan Yeung serves as Director of U.S. Strategic Initiatives for Foxconn. Dr. Yeung represented Foxconn in negotiating with the White House and a number of states across the country to evaluate strategic options and engage stakeholders. This resulted in Foxconn announcing a record \$10B investment in the state of Wisconsin, the largest foreign direct investment in U.S. history, which will include the construction of North America's only TFT-LCD fabrication plant in Mount Pleasant, WI. Dr. Yeung has established Foxconn's North American corporate headquarters in Milwaukee, created a network of Wisconsin Valley Innovation Centers in Milwaukee, Green Bay, Eau Claire and Racine, partnered with Advocate Aurora Health, Johnson Controls and Northwestern Mutual to form a \$100 million venture capital fund, and launched a \$1M Smart Cities Smart Future competition. Currently, Alan and his team are actively planning and building up the massive 3,000-acre Wisconsin Valley Science and Technology Park in Racine County. He earned his undergraduate degree in Chemical Engineering from UW-Madison, his Master of Science and PhD from Stanford University, and his MBA from the University of California at Berkeley.

## NAMC GOLDEN CHAMPION AWARD

### National Association of Minority Contractors Golden Champion Award for Leadership in Minority Business Development in Wisconsin Construction Industry



#### **Rocky Marcoux** / MILWAUKEE DEPARTMENT OF CITY DEVELOPMENT

Rocky Marcoux is Milwaukee's Commissioner of the Department of City Development. Mayor Tom Barrett appointed Mr. Marcoux as Commissioner in 2004, and in that position he oversees the city's economic development, real estate, neighborhood improvement, and planning efforts. Under his direction, Marcoux has led successful efforts to bring new employers to Milwaukee and to increase the attractiveness of city neighborhoods and commercial areas.

Sometimes referred to as "part bulldog/part evangelist," Marcoux is an advocate for Milwaukee and a passionate promoter of the city's assets and opportunities. Under his leadership, the Department of City Development has worked with stakeholders throughout Milwaukee to complete thirteen area plans, covering land use for the entire city. That planning effort identifies goals and catalytic projects and provides a framework for many of the department's activities. In 2014, the City of Milwaukee adopted a 10-year economic development action agenda entitled, "Growing Prosperity," which integrates the City's economic development efforts with the Milwaukee 7's regional "Framework for Economic Growth." He has directed resources to the Menomonee Valley and the 30th Street Corridor, where previously abandoned industrial areas have been brought back to life with new businesses and jobs. He is a graduate of Marquette University.

## PREVIOUS NAMC GOLDEN CHAMPION AWARD RECIPIENTS

2018

**Ruben L. Anthony, Jr. Ph.D.**, President & CEO, Urban League of Greater Milwaukee, Deputy Secretary, WisDOT (Retired)  
**Joan Zepecki**, Diversity and Community Outreach Coordinator, Hunzinger BMO Harris Bank

2017

**Gwendolyn Moore**, United States Congresswoman, State of Wisconsin  
**Rebecca Kleefisch**, Lieutenant Governor, State of Wisconsin  
**Thelma A. Sias**, Vice President of Local Affairs, WE Energies (Retired)  
**Linda Graves**, MCA, Vice President, Diversity & Community Affairs, Gilbane Zignego Company, Inc.  
**Peter Feigin**, President, Milwaukee Bucks  
**Oluyemi Falomo**, DBE Program Engineer, WisDOT

## SECRETARY'S GOLDEN SHOVEL AWARD

# 33rd Annual Secretary's Golden Shovel Award Hall of Fame

## 2019 Hall of Fame Inductee



### Dawn Pratt

Dawn Pratt's career embodies the expectations of earnest equal employment opportunity (EEO) implementation. Dawn Pratt has an unprecedented, well-documented track record for driving EEO solutions in Wisconsin. WisDOT acknowledges her as a founding member of the TrANS program, a long-time, contributing organizer to our statewide sessions of Partnering for Employment, the WTBA resource for EEO in workforce development and WRTP/BIG STEP board member committed to road construction interests. Each of the Walbec family of companies that she worked with has been recognized with Golden Shovel Awards for EEO efforts that were initiated by her leadership and/or training.

Industry partners recognize her as an active and vocal member of multiple joint apprenticeship training committees, workforce investment boards and stakeholder committees seeking workforce solutions. Governor Walker appointed her to his Council on Workforce Investment and the National Apprenticeship Hall of Fame honored Ms. Pratt's contribution by making her an inductee.

Recently, Dawn Pratt retired with more than 25 years of service to an esteemed family of companies, currently known as the Walbec Group. Specifically, Dawn credits the mentorship and leadership of Ned Bechthold for emboldening her with the authority for EEO and encouraging her to initiate, innovate and inspire as only she can.

We salute Dawn's ability to translate EEO into action, invoke awareness and accountability initiatives, and build unlikely strategic alliances that sustain viable solutions for building a construction workforce that represents the diversity and complexity of Wisconsin.



SECRETARY'S GOLDEN SHOVEL AWARD

# congratulations!

---

## 2019 Golden Shovel Award Winners

**Dawn Pratt**

**E. Aggo Akyea, OBOEC Director (retired)**

**Kelly Jackson, WisDOT Tribal Affairs (retired)**

**Ron Spoerl, Hawk Construction**

---

## 2019 Golden Shovel Award Nominees

Cornerstone

Daniel Webster, NE Asphalt

Dawn Pratt

E. Aggo Akyea, OBOEC Director (retired)

Era Valdivia

Gibraltar Industries

Godwin Amegashie, MBE Program Director (retired)

Jaime Benton, Mega Rentals

Kelly Jackson, WisDOT Tribal Affairs Officer

Kim Williams, #1 Transportation

Oneida Engineering Solutions (OES)

Ranard Morris, Forward Services

Ron Spoerl, Hawk Construction

Steve Daum, Trieweiler Construction

William Martin, Director Strategic Workforce Initiatives

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## SECRETARY'S GOLDEN SHOVEL AWARD

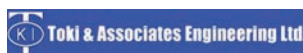
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Toki & Associates

**Hafeezah Ahmad**  
Founder, EEO Youth Programs  
**Eugene Johnson**  
DBE Program Director 1991-2011  
**Dr. Ruben Anthony, Jr.**  
Deputy Secretary 2003-2011  
**Suzanne M. Jersild**  
I-39/90 Rock County Stakeholder  
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**Dawn Pratt**  
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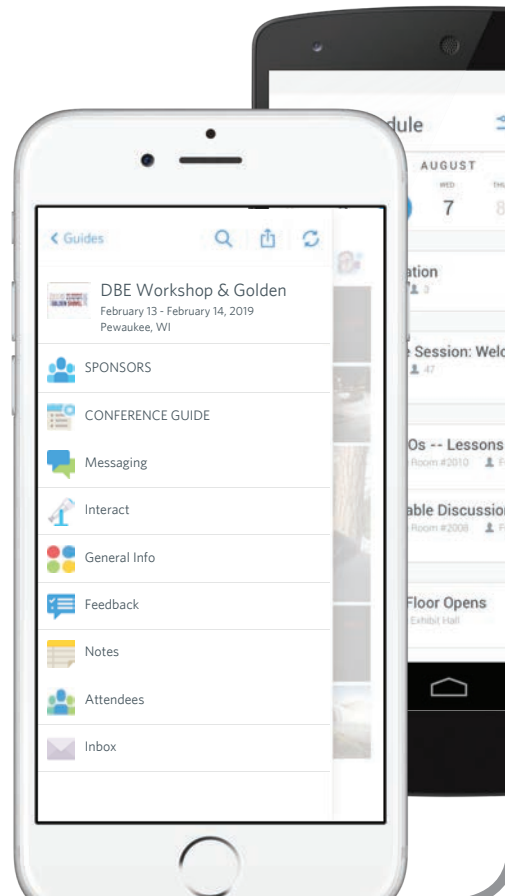
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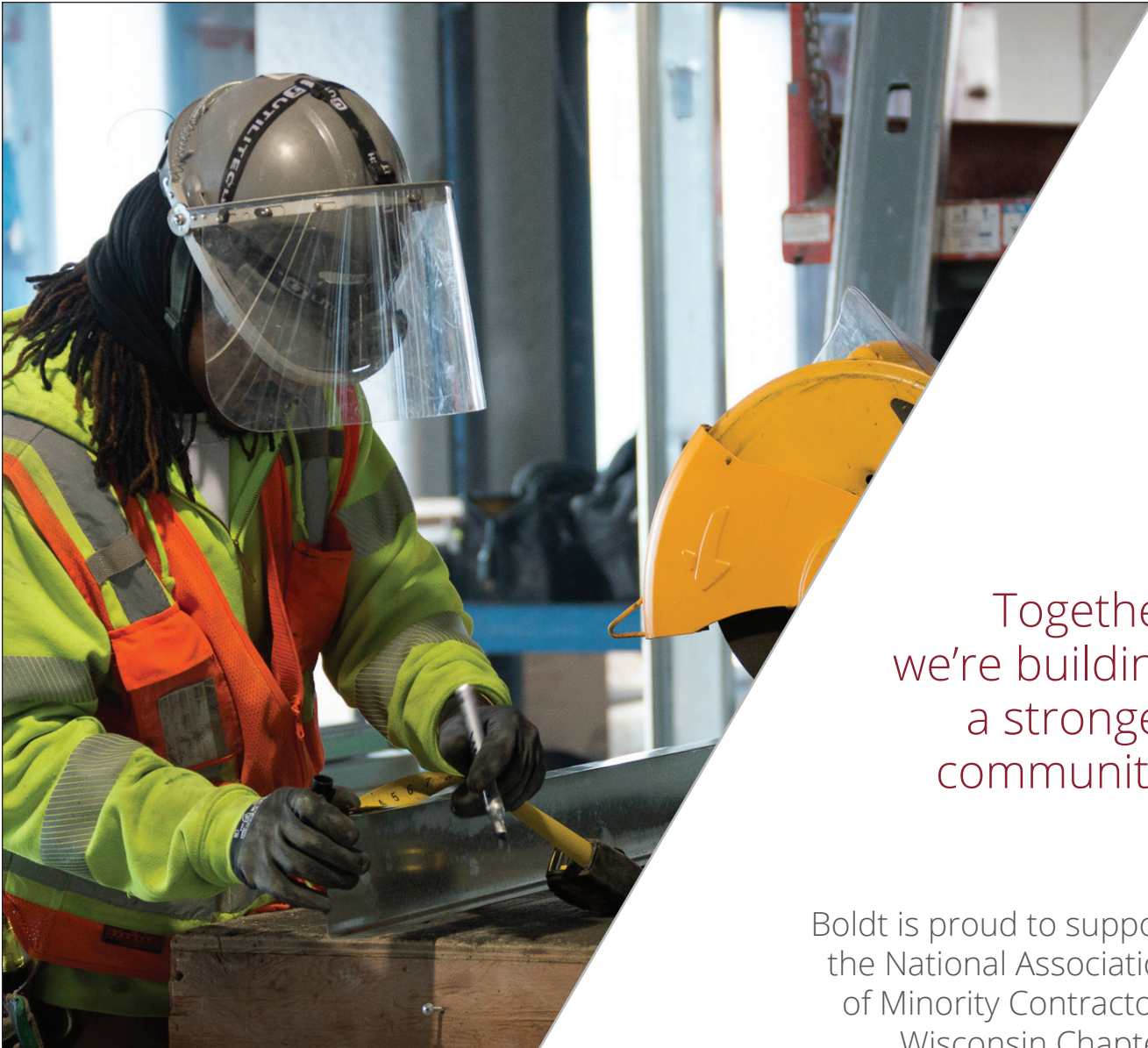
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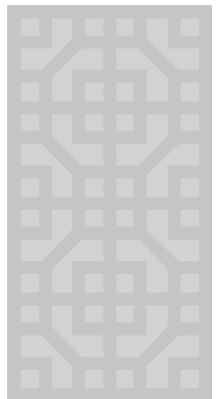
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# 33RD DBE WORKSHOP & SECRETARY'S GOLDEN SHOVEL AWARDS

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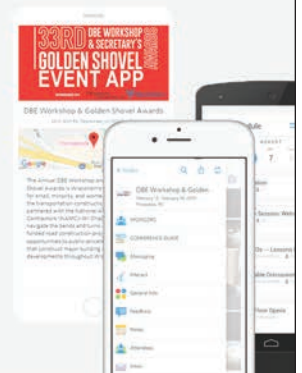
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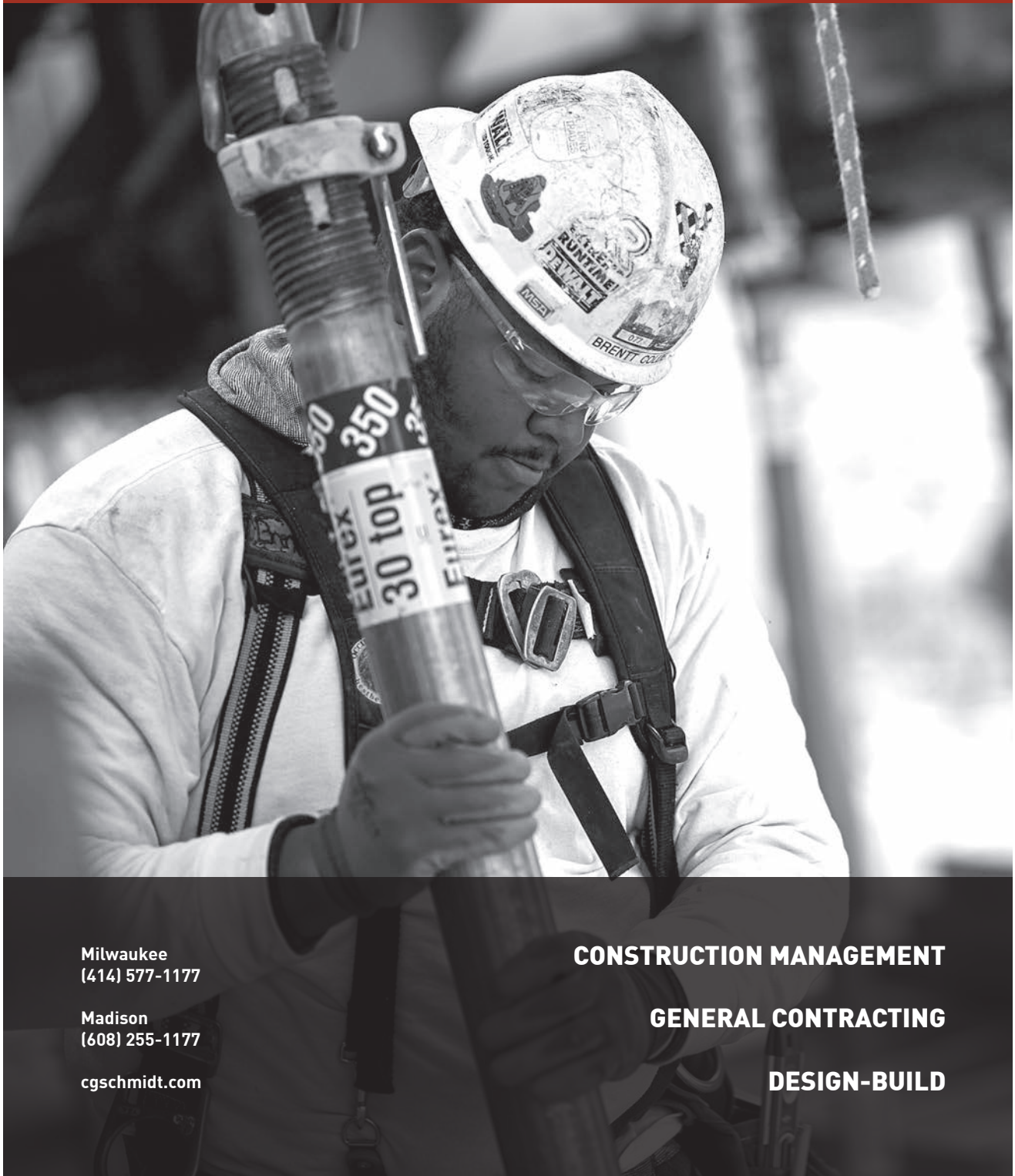
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