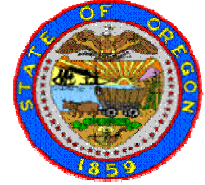


The Advocate



Lydia Muñiz,
Advocate

Advocate's Message

Happy Spring! As we approach a new season it is a good opportunity to review our activities. You have been hearing a lot about the slowing economy, tightening of budgets and at times even the word "recession". For small business owners this can be a tough period to struggle through. I can't predict how long this slowing in the economy will last, but I can tell you that the relationships you build right now will help you in this climate.

To help you build those relationships we have reformatted the former Governor's Marketplace Conference to the new format

of the **Governor's Marketplace Connection**. The new model is intended to identify specific industry clusters and focus on bringing together the businesses in that industry with the government agencies and primes that use those services. We had a fantastic event on March 5th focusing on the construction industry. Many connections were made and the feedback we received is that this works better for you by putting you in front of the agencies and

primes to whom you need to be talking. Stay tuned for future events and remember to introduce yourself to others—you never know when it will turn into a contract.

"I will be back! I learned a lot and have homework tonight!"
—Attendee comment

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New Procurement Site

The Oregon University System (OUS), which includes Eastern Oregon University, Oregon Institute of Technology, Oregon State University, Portland State University, Southern Oregon University, University of Oregon, Western Oregon University, and the OUS Chancellor's Office, recently announced new administrative rules that outline the procedures for procurement of professional services, goods and services, and construction services. This will streamline procurement proce-

dures and create a centralized website to host information about procurements. In the past, vendors/contractors had to search through a multitude of newspapers, trade journals and websites to find available contracts. This complicated search process was expensive and time consuming for OUS vendors/contractors.

The Oregon University System has created the **University Procurement Gateway** website that will list all OUS open opportunities.



The University Procurement Gateway does not require registration. Simply go to the website and search by institution. In the future, OUS will add new functions to the ever expanding website.

Please see us at:
www.ous.edu/about/bo



Business Highlight

Most certified firms are located along the I-5 corridor, largely between Eugene and Portland. However, some firms thrive in Oregon's rural areas. Two of those companies are: Chaves Consulting, established in 1984; and Pacific Northwest Customer Center (PNCC) formed in 2003 by Kathleen Chaves, CEO, and Richard Chaves, President, in Baker County.



Richard and Kathleen Chaves

They wanted to create jobs and to have a positive impact on the local economy. PNCC provides a variety of administrative support

functions including Help Desk, billing/accounts receivable services, as well as software training/support. Chaves Consulting Inc. also performs software development and support for Oregon government agencies.

One hurdle was overcoming the perception that because of their rural location, they don't have state of the art technology and customer services. Projects such as the Oregon Health Plan Billing Services, statewide elections software, etc., allowed them to demonstrate their capabilities. Most rewarding has been improving customer service and business operations and working with

quality people in their companies. "We feel like we're making a difference in our employees' and customers' lives, as they are in ours."

"If our customers don't know how much we care, they won't care how much we know."

- Company motto: "If our customers don't know how much we care, they won't care how much we know."
- When we're hiring/performing job interviews, the most important criteria we look for are customer service background, skills, and commitment.
- Take care of your employees so they will take care of your customers and will remain with the company for the long-term.

Breaking Down Barriers, Easing Confusion

Lydia Muñiz, the Governor's Advocate, MWESB, invited the Oregon University System (OUS) to participate in the Governor's Marketplace Connection – Construction Contracting Workshop. Changing the format of the Governor's Marketplace proved to be exceptionally successful at connecting state agencies with the contracting community.



Vendors, Primes, and Government Agencies meet at the Governor's Marketplace Connection Construction Contracting Workshop

Bob Simonton, the OUS Assistant Vice Chancellor for Capital Programs described the event: "The Governor's Advocate's unique and focused forum provided perhaps the most successful conference between Oregon government and the contracting community."



Manuel Castañeda of Pro Landscape shares his portfolio with Lydia Muñiz



Vendors at OUS table during afternoon one-on-one session.

Barriers such as complex processes, different procurement methods of agencies, and confusion of where to find information about upcoming contract opportunities, are often cited as the main challenges facing public procurement. By modifying the format of the Governor's Marketplace, Lydia and her bold team challenged those barriers.



Breaking down barriers can start with communication

The OUS, comprised of the seven public institutions of higher education, thanks Lydia and her team for a highly successful event. We look forward to future events that will continue to break down the barriers between state agencies and the contracting community.

Submitted by George Marlton, Contracts Manager, Office of the Chancellor Oregon University System

One of the main goals of the Marketplace and of OUS attending the event was to try to break down barriers between state agencies and contractors.

Governor's Marketplace Connection

Construction Contracting Workshop



March 5 found 200 people milling about at Wilsonville's Holiday Inn. The reason was the Governor's Marketplace Connection Construction Contracting Workshop presented by the Governor's Advocate for Minority, Women and Emerging Small Businesses. The all-day event was well attended by the state's construction firms as well as by government agencies.



Leo Sandoval of Leo Sandoval Construction absorbs information at the GMC Construction Workshop

Presenting morning sessions and/or afternoon one-on-one meetings included: Oregon University System (OUS), University of Oregon, Oregon State University, Portland State University, Western Oregon University, Oregon Department of Transportation (ODOT), Department of Human Services, and the Legislative Administration (LA).



Meeting Prime Contractors

In addition to the state agencies, prime contractors were present and spoke to firms about potential contracts. These larger companies included: Hoffman Construction, Aadland Evans Constructors, Slayden Construction Group, and Turner Construction.



Raleigh Lewis (DCBS) has a discussion with Natasha Hendricks (American Steel Products)

Also in attendance to offer assistance were the Department of Consumer and Business Services (DCBS) and the Small Business Administration.



Marcela Alcantar (Alcantar & Assoc.), Cade Lawrence (Hoffman Const.,) and Manuel Castañeda (Pro Landscape) mingle at workshop

Sessions included information on bidding as well as future construction projects. The afternoon allowed one-on-one meetings between government agencies/primes and companies seeking construction contracts. Kelly Stevens-Malnar's ORPIN session was also well attended.



Vendors stretch their legs during a break in the General Session

The Governor's Advocate MWESB was able to coordinate this workshop and provide it at no charge to attendees thanks to generous sponsorships from the following: Oregon University System, Legislative Administration, Associated General Contractors and Oregon Department of Transportation.



Taking advantage of networking opportunities

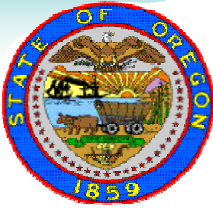
The Advocate's Office would also like to thank our all day volunteers: Amy Nichols (Governor's Office), Beth Lopez, (DCBS), Julia Cooley, and Judy Hollingsworth (photography). More thanks go to afternoon volunteers Jill Miller, Lis Cooper, and Jerry Hoffman all of ODOT.



Tracey Stadamire (UN-4-Gettable Photography) smiles for the camera



**Photographs courtesy of
Judy E. Hollingsworth
Photography**



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Salem, OR 97301

Kryptiq Corporation of Hillsboro, OR Streamlines Health Care Services

Luis Machuca, President and CEO of Kryptiq Corp., spoke at the January Hispanic Metropolitan Chamber meeting in Portland. This local firm specializes in software for health industries, aligning health documents (prescriptions, lab results, diagnoses, etc.). Kryptiq removes paperwork, saves time, and reduces the risk of errors (such as preventable, harmful prescription interactions). Kryptiq's website (kryptiq.com) states, "Kryptiq streamlines healthcare communications among patients, providers, pharmacies and health

plans with secure messaging, electronic prescribing, disease management and contract management technologies."

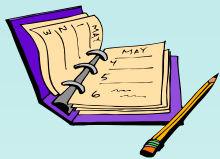
Going from ideas to a large company is not easy. Luis said the first money was the hardest to get and was mainly from family and friends. He said a good business practice is to put your business greed in check and offer attractive returns to shareholders. He also warned the audience to spend money carefully. "You must be



able to make your payroll." Thirdly, he suggested, "resist doing too much too fast." Build a strong foundation before expanding too far.



Kryptiq is filling a critical need in a growing industry, health care. Providing a valuable, unique product; offering good customer service; and continuing to create new products and services has allowed this company to prosper.



Upcoming Events

- April 15 & 16 - Trading at the River Conference & Trade show. ONABEN. Red Lion Hotel on the River at Jantzen Beach. For more information: www.onaben.org
- May 8 — OAME 20th Anniversary Trade Show. Oregon Convention Center. For more information: www.oame.org
- May 22 — Latino Business Fair sponsored by the Hispanic Metropolitan Chamber. 11 am to 4 pm. Oregon Convention Center. For more information: www.hmccoregon.com
- August 26-31—American Contract Compliance Association— For more information: http://www.bdiweb.org/mboc_pages/mboctraining.htm