

# The Advocate



## Oregon's New Solar Project



Left to right, front row: Lydia Muñiz, Governor Kulongoski, Lucinda Moyano, David Moyano  
Back row: David Parker, Ted Aadland, Joshua Proudfoot

Oregon is installing the nation's first solar demonstration project in a highway right of way, moving the state a step further in its role as a leader in renewable power development – and it is not costing Oregon taxpayers anything. The project is the result of collaboration with Portland General Electric, US Bank and the Oregon Department of Transportation. With private financing from US Bank and the involvement of the Energy Trust of Oregon, this project sets a fine

example of both private and public partnerships.

In a festive atmosphere right off the freeway on August 7<sup>th</sup>, Governor Kulongoski, along with Peggy Fowler, CEO of Portland General Electric, unveiled the project and thanked all of the contributors. Particularly noteworthy in this project is that it will be a uniquely Oregon effort. All of the materials, design and installation will be provided by Oregon based companies and three of those companies are certified firms: Moyano Leadership Group, Inc. of Salem (WBE/ESB) will serve as the design leader and project manager; Advanced Energy Systems (ESB) of Eugene is the solar power specialty designer and installer for the project and Good Company (ESB) of Eugene will

serve as the community and sustainability specialist. Aadland Evans Constructors Inc. of Portland is the general contractor. Combining the experience of these three small firms makes a powerful statement and proves that Oregon's small businesses have the expertise and commitment to help Oregon take the



Proposed project drawing

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### Dates of Interest

September	1 - Labor Day
October	13 - Columbus Day
November	4 - Election Day

## State Hospital Replacement Update

A project as monumental as the replacement of the 125-year-old state mental hospital presents numerous contracting opportunities for Oregon businesses.

Oregon's mental health system has been a priority of the Governor since taking office. In 2006 he called for the replacement of the out-

dated and decrepit Oregon State Hospital, operated



by the Department of Human Services (DHS). A year later Salem and Junction City were chosen as

sites for two state-of-the-art facilities, scheduled to open in 2011 and 2013, respectively.

To date, the hospital replacement team has enlisted expertise from renowned architectural, construction and engineering firms (including numer-

ous subcontractors) to ensure the project stays on time, within budget and delivers the best state-of-the-art mental health facility for Oregonians.

In December 2007, the state contracted with Hoffman Construction Co. to

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## Business Highlight



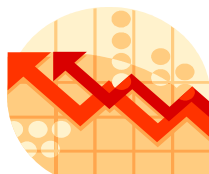
Jupiter Coffee, owned and operated by Justin Lim, combines high quality and low cost to provide specialty and espresso based beverages. Machines are imported from Italy

using a patented 'brewgroup' technology to provide individual cups of freshly brewed coffee. Justin places and maintains the machines in offices throughout the Portland area.

Justin realized that his former corporate career did not match his passions. After a year of volunteering with AmeriCorps, then more time in

the corporate world, he decided to become an entrepreneur. His most difficult hurdle was generating enough capital to start his business. He found that financial institutions weren't interested in loaning to a start up company or the interest rates were out of reach.

### Words of wisdom:



1. "Know your numbers! Know your numbers! Know your numbers!"

2. "Don't ask for advice from people who haven't done what you're about to do." He discovered that friends

don't always make good consultants. Look for sound business advice from experienced people.

3. "Scale down your life, live modestly, control expenses and then work hard, work diligently and most importantly...have fun!"

Most rewarding has been "building something that I can be proud of. Simple as that."

Contact information:

[Justin@freshofficecoffee.com](mailto:Justin@freshofficecoffee.com)



Justin demonstrates his coffee machine's portability

## Profit Margins



There's more than one way to make a profit. One is to increase what you charge. Another is to reduce your overhead (i.e., save).

These are hard economic times, even though the price of gas has decreased slightly as of the printing of this newsletter. Still, costs are soaring. Energy prices are expected to increase greatly by fall. What we pay for products/groceries has risen. This can be a hard hit for small businesses with narrow profit margins.

What can be done to help ease the impact of soaring costs without compromising services and benefits?

Here are a few ideas that might work for your company.

1. Do as much business as possible by telephone or by email. Email can save money over long distance calls.
2. Consolidate driving trips:
  - a. Try to arrange meetings/trips by area and on the same day.

b. Keep lists. Don't run to the store for one item unless you must.

3. Carpool when possible. Is it possible to take public transportation?

4. Monitor energy expenditure. Use low energy-use bulbs, turn off lights and machines when not in use, unplug chargers when not in use. Reduce heat temperature or increase air conditioning temperature a few degrees.

5. Recycle! Many businesses could cut garbage costs by simply recycling cardboard, paper, tin and aluminum cans, plastic bottles, etc.

6. Take coffee/lunch to work. Invest in a small refrigerator. Make coffee in the office or get a coffee service. (See above article for an example.) Purchasing beverages and food out can add up. One specialty coffee drink a day could cost about \$60 a month or \$720 per year if purchased at a franchised store.

Lunches would be even more. Fill a water bottle at home for more savings.

7. Reduce paper usage:

a. Print 2+ paged documents using the front and back of paper.

b. Keep a small dry erase board by your desk for quick notes, calculations, etc.

c. Before tossing (or recycling) used paper:

1.) Use the back for notes. Cut paper into quarters and keep by the phone for messages, notes.

2.) Print draft pages on the back of used paper.

These are a few ideas to help your business save. All savings add up to "extra profit."

Send us your ideas on how you're dealing with increased costs so we can share with others.

[Linda.k.jones@state.or.us](mailto:Linda.k.jones@state.or.us)

# State Hospital

(Continued from page 1)

be the project's general contractor. Hoffman is committed to ensuring that minorities, women, and emerging small businesses have equal access to contracting opportunities. Hoffman has proposed the use of a contractor sub-



guard bonding program to help cover Minority, Women, and Emerging Small Business (MWESB) contractors who would otherwise not qualify for bonding on these types of projects.

While construction of the Salem facility is not scheduled to begin until 2009, a considerable amount of work is taking place now on several of the OSH cot-



tages, which will be used for transitional patient housing. Of the eleven bid packages that Hoffman has out, ten will be awarded to MWESB-approved businesses for a total of \$1.7 million.

As the project moves forward, the replacement team will continue to match these businesses with work opportunities and future partnerships with larger contracting firms.

The project will maintain data and provide monthly reports to stakeholders, including the Advocate's Office of Minority, Women, and Emerging Small Business.

# Solar Project

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renewable power initiatives to the next level. Congratulations to all of the firms!

The project at the I-5/I-205 interchange will be transformed by a 104 kilowatt solar photovoltaic system covering about 8000 square feet and roughly the length of two football fields which will produce about 28% of the needed kilowatt hours used to light the interchange. The \$1.3 million project is expected to be completed and online in December 2008.

To access more information about this project, go to:

[www.oregonsolarhighway.com](http://www.oregonsolarhighway.com)



Left to right: Joshua Proudfoot (Good Company), Peggy Fowler (CEO of PGE), Lydia Muñiz (Advocate), and David Moyano (Moyano Leadership Group, Inc.)

# ODOT Proposes Change

Proposed changes to the Oregon Department of Transportation's (ODOT) FFY 2008 annual Disadvantaged Business Enterprise (DBE) contracts and grants and the proposed FFY 2009 annual DBE goal have been announced.



accordance with 49 CFR Part 26 to comply with U.S. DOT requirements. Public comments are being requested in the development of ODOT's overall goal.

Currently, program participation is achieved through entirely race- and gender-neutral means, but as a result of the recently completed statewide Disparity Study, ODOT has requested a waiver from FHWA to allow contract goals for specific groups identified as having a significant contracting disparity. The annual goal has been calculated at 11.5%, of which 1% would be a race-conscious goal for Black American owned DBE firms and Asian American owned DBE firms. The remainder of the annual goal, 10.5% would continue to be race- and gender-neutral. This calculation is made in

Submit written comments to:

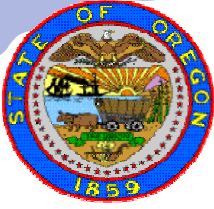
ODOT, Office of Civil Rights  
355 Capitol St. NE, Room 504  
Salem, OR 97301  
Phone: 503-986-4350  
Fax: 503-986-6382  
Attn: C. Jill Miller

ODOT will consider all comments and quantitative and anecdotal data in determining its final DBE goals. Analysis and final goals will be posted at:

<http://www.oregon.gov/ODOT/CS/CIVILRIGHTS/>

***"The freedom to be your best means nothing unless you are willing to do your best"***

**Colin Powell**



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Executive Building  
155 Cottage St NE  
Salem, OR 97301



## Upcoming Events

- August 26-31** - American Contract Compliance Association— For more information:  
[http://www.bdiweb.org/mboc\\_pages/mboctraining.htm](http://www.bdiweb.org/mboc_pages/mboctraining.htm)
- September 10** - Hispanic Metro Chamber's Hispanic Heritage Month Celebration. Oregon Convention Center. 6 p.m.-9p.m. [www.hmccoregon.com/](http://www.hmccoregon.com/)
- October 1** - MEDWeek Trade Show. 10 a.m. to 3 p.m. Oregon Convention Center. Free admission. Charge for parking. Charge for luncheon. Contact Information: Jerry Walker, Housing Authority of Portland (503) 802-8509. [http://www.bdiweb.org/mboc\\_pages/mbocmedweek.htm](http://www.bdiweb.org/mboc_pages/mbocmedweek.htm)
- October 11** - Oregon Native American Chamber 4th Annual Gathering. 6 p.m.—10 p.m. Red Lion on the Columbia. For more information: [kellyanne@onacc.org](mailto:kellyanne@onacc.org)  
Phone: 503-654-2138.
- October 16-17** - Oregon Microenterprise Network (OMEN), 2008 Northwest Summit on Entrepreneurship. Portland. <http://www.oregon-microbiz.org/>
- October 21-23** - 2008 Partners in Public Procurement Educational Conference & Exhibitor Showcase, Salem Conference Center. <http://tpps.das.state.or.us/surplus/partners/index.htm>
- November 1** - Latino Small Business Fair, Chemeketa Community College. More information:  
503-365-0088 or [epinter@aol.com](mailto:epinter@aol.com)