

# The Advocate

November 2008 Volume 7, Issue 5

Governor's Advocate's Office  
for Minority, Women and  
Emerging Small Businesses

## Advocate's Message



Lydia Muñiz, Advocate

Happy Holidays! With the end of the year approaching this is a good opportunity to thank all of our small business owners who keep Oregon's economy running. Times are tough and no one knows this better than the small business owner. In the next several years there will be several high profile projects that the state will be involved with. The Oregon State Hospital replacement project will have two hospitals built, one in Salem and one in Junction City (see story below). The second agency that will have opportunities for small business owners is the Oregon University System (OUS) where several of the state's university campuses will be remodeled. We will continue to bring you information on how to access these opportunities as they become available. Keep up the good work.

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## Oregon State Hospital Project Update

Work on the replacement for the state's 125-year-old mental hospital has begun. Several cottages are being upgraded and will be used for transitional patient housing. The Salem site is scheduled to open in 2011. These upgrades and demolition are integral to the start of this major undertaking.



(Left photo) Kathy Woodin

Hoffman Construction Co. is the project's general contractor and is committed to utilizing minority-owned, women-owned and emerging small businesses in subcontracting opportunities. Types of work include aerial photography, concrete work, drywall, HVAC, fire protection, electrical, flooring and demolition.

Dale Woodin Concrete, Inc. is one of the MWESB firms working on this project. Kathy Woodin, President and owner,

*14 MWESB certified firms have been awarded 16 contracts. Total dollar value to date is \$1,952,500.  
As reported by Hoffman Construction*

says her company provides services in concrete flatwork such as driveways, sidewalks, ADA ramps, etc. Kathy took over the business when her husband died two years ago. The business has given her the flexibility to choose where and when to work. She realizes the importance of taking classes and attending seminars because technology and industries can change daily. "It's important to keep your knowledge up-to-date and fresh," she states.



Dale Woodin Concrete

(Continued on page 2)



## Governor's Marketplace Connection Professional Services Workshop



Marie McHone, Oregon State Police,  
speaks to an attendee

University President Wim Weiwei welcomed 140 attendees to the PSU facility. General sessions included information from OUS and the Oregon Department of Transportation (ODOT) who presented overviews of their procurement procedures. Following the general sessions were more in depth breakout sessions with OUS, ODOT,

and ORPIN (the Oregon Procurement Information Network).

The lunch speaker was the Vice-President of the Board of Higher Education, James Francesconi. Meetings were held at the end of the day, allowing attendees time to talk to procurement representatives from OUS and other higher education sites (PSU, OSU, UO), the Small Business Administration, state government agencies and Turner Construction.

and ORPIN (the Oregon Procurement Information Network).

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James Francesconi

*"I received information that is invaluable for my business."  
-Attendee*

## Oregon State Hospital Project Update



Kaleidoscope Construction staff

*(Continued from page 1)*

Kaleidoscope Construction Inc. was awarded the remodeling of 4 cottages for the Oregon State Hospital replacement project. The company, owned by Zion Elmanov, is responsible for the remodel of these cottages except for the mechanical, electrical and plumbing. With a December 15<sup>th</sup> deadline approaching it is all hands on deck for this small company.

The Oregon State Hospital job is the largest project and the largest dollar contract to date for Kaleidoscope Construction. Zion credits her relationship with Hoffman Construction project managers for the opportunity to bid on the cottage contract and is appreciative of the continued support Hoffman has provided. Zion and her management crew meet on a weekly basis with Hoffman project managers to ensure that the work is progressing smoothly and to address issues of concern early. The most challenging part of working on a major government project is the amount of paperwork involved, Zion says, but her outstanding management team and work crew keep coming through and supporting her goals for the business.



Cottage interior

## Business Highlight

Cascade Design Professionals is a civil and structural engineering, planning, project management and construction services company in Milwaukie, OR. Herb Fricke, owner of this MWESB certified firm, knew that the success of his new business depended on the trust of his clients and the support of his key engineers and planners.

Herb wanted to go into business for himself because he wanted to “work for clients that I believed in and that I wanted to help, namely Indian tribes.” (Herb Fricke is the current President of the Oregon Native American Chamber of Commerce.)

The company’s most difficult hurdle was getting started with little cash inflow and a lot of cash outflow. Like any new business, it needed software, equipment, marketing, etc.

Most rewarding has been the ability to pick and choose clients and projects. “It’s especially rewarding to be able to go out and win a new project from a new client based on a cold

call or get a project based on another client’s recommendation.”

Herb’s “words of wisdom” include:

- Give staff responsibility and provide incentives for success.

- Reward staff for a job well done; keep them busy with interesting and new projects.

- Always be at the forefront to your clients and when you market to new ones. Your reputation is the most precious thing you have. Without a good reputation you will not have repeat clients or be able to win new ones.

Contact Information: [herbf@cascadedesign.net](mailto:herbf@cascadedesign.net)



Herb Fricke

## OUS RFP for Professional Consultants

Oregon University System’s RFP for Professional Consultants has been posted to their website. If you are interested, check out the information at:

<http://www.ous.edu/dept/capcon/>

## MWESB’s Newest Staff Member

The Governor’s Advocate MWESB Office has a new, part-time staff member. Torivio (Tori) Garcia is our new Executive Assistant, replacing Tony Lawrence who recently retired. Tori spent time with this office as an intern a few years ago. Since that time he worked for HSBC in Tigard. Tori brings many valuable assets to the office including computer technology, graphic design, and photography expertise. He’s happy to be working closer to home.



Tori Garcia

Welcome, Tori!

## Construction Contractors Board



Oregon State law requires anyone who contracts for construction work to be licensed by the Construction Contractors Board. An active license means the contractor is bonded and insured. To verify a contractor’s CCB license go to: [www.hirelicensedcontractor.com](http://www.hirelicensedcontractor.com)

*“Failure is only the opportunity to begin again more intelligently.”*

*-Dove Chocolates*



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## CERTIFICATION OFFICE MOVES

The Office of Minority, Women and Emerging Small Businesses has moved and is now housed in the State Lands Building. The new address and phone numbers for staff are listed below. The office no longer has a Notary available so you are encouraged to notarize all applications and affidavits in advance. Use of the post office address is preferred for added security and more timely delivery. For any certification questions please feel free to contact them at their new address/phone.

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 Certification Spec. - Elizabeth (503) 986-0062  
 Certification Spec. - Susan (503) 986-0068

## Websites of Interest

**ODOT Small Business Opportunities** [www.oregon.gov/ODOT/CS/CIVILRIGHTS/sbe/opportunities/sb\\_opportunities.shtml](http://www.oregon.gov/ODOT/CS/CIVILRIGHTS/sbe/opportunities/sb_opportunities.shtml)  
**Small Business Support** [www.oregon.gov/ODOT/CS/CIVILRIGHTS/sbe/small\\_business.shtml](http://www.oregon.gov/ODOT/CS/CIVILRIGHTS/sbe/small_business.shtml)  
**Labor Compliance** [www.oregon.gov/ODOT/CS/CIVILRIGHTS/lab\\_comp\\_program.shtml](http://www.oregon.gov/ODOT/CS/CIVILRIGHTS/lab_comp_program.shtml)  
**ODOT Office of Civil Rights** [www.oregon.gov/ODOT/CS/CIVILRIGHTS/](http://www.oregon.gov/ODOT/CS/CIVILRIGHTS/)  
**Oregon University System** [www.ous.edu/about/bo](http://www.ous.edu/about/bo)

*We wish all of you a wonderful Holiday Season!*

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