

# The Advocate

Volume 6—Issue 4

## Advocate's Message

It is difficult to believe that the end of another year is just around the corner. Soon we will be celebrating the holidays with our friends and families. We will sit around our tables at home and be thankful for the food, shelter, employment and other necessities of life. As business owners it is also an opportunity to look at service delivery processes and ask "have I thanked my customers for placing their trust in me?" If you find that this might have slipped off of your radar perhaps now is the time to reconnect with your customers. Thank them for their repeat business, for referrals, or for their patience and understanding when maybe everything doesn't go exactly right. Customers don't want to be taken for granted --- they know they can take their business elsewhere. Instead of concentrating solely on customer service, let's add customer satisfaction to the goal.



Lydia Muñoz, Governor's Advocate

I want to thank each and every one of you for the work that you do as business owners and the contributions you make to Oregon. Happy Holidays!

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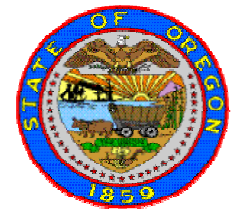
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## Identity Theft Protection Act

Oregon businesses and organizations that collect and maintain personal identifying information must comply with new standards to help protect consumers from identity theft. The Oregon Consumer Identity Theft Protection Act has three components that businesses must follow: shielding Social Security numbers from public view; notifying consumers in the event of a security breach of computerized data; and safeguarding personal data, whether in electronic or paper format. Both the Social Security protections and breach notification went into effect October 1,

2007; the safeguarding provision is effective January 1, 2008. The Department of Consumer and Business Services' Division has materials and presentations for businesses to help them better understand their rights and responsibilities under the new law.

For more information or to schedule a presentation, check this website: [www.dfcs.oregon.gov](http://www.dfcs.oregon.gov) and click on Identify Theft. To contact the division by phone, call 503-378-4140, or toll free at 1-800-814-9710.



### Dates of Interest

November	- Native American Heritage Month
November 22	- Thanksgiving
December 25	- Christmas Day
January 1	- New Year's Day
January 21	- Martin Luther King Jr. Day
February 14	- Statehood Day
February 18	- Presidents' Day



# Governor's Marketplace Connection IT Workshop

Recently the Governor's Advocate announced a new strategy for delivering the Governor's Marketplace Conference. Calling the new focused format the **Governor's Marketplace Connection**, the Advocate's Office held the first event on October 17 concentrating on the business cluster of Information Technology (IT). In partnership with the Advocate's Office the Department of Human Services (DHS), the Oregon Department of Transportation (ODOT), and the Department of Administrative Services (DAS)

made presentations on the IT needs of the state and gave tips for submitting successful bids. Attendees took advantage of a golden opportunity to speak directly to State representatives who are specialists in IT contracting.



Ben Berry presents at IT Workshop



Left to right: Kelly Stevens-Malnar, Ed Klimowicz, Ben Berry, Theresa Masse, Mike Lamon, Lydia Muñiz.



Lydia Muñiz and Dianne Lancaster smile for the camera.



Ed Klimowicz and Mike Lamon (center) network with attendees.



Theresa Masse discusses IT security issues.

Dianne Lancaster (Chief Procurement Officer, DAS) facilitated. Theresa Masse, Chief information Security Officer (DAS), spoke of the importance of security for the state and for vendors offering services. Ben Berry (ODOT Chief Information Officer), shared insights to contracting. Mike Lamon (Procurement/Contracts Manager, DHS) and Ed Klimowicz (Office of Information Systems, DHS) discussed DHS IT needs. In addition, Kelly Stevens-Malnar showed the Oregon Procurement Information Network (ORPIN) site where most state procurement needs (and many city and county needs) are posted.

*(Continued on page 5. . .)*



Representatives from IT firms listen to presentations.

### Attendee Comment:

"... A very worthwhile use of my time—thank you!"



Jana Hart, unidentified vendor, Kelly Stevens-Malnar, Cynthia Miller, and Richard Topielec take a short break.

# Business Highlight

Susana Molano owns Priced Right Quality Translations (PRQT) located in Lake Oswego. This company delivers “the highest quality professional translations at the lowest possible rate.” Her pool of professional, native-speaking translators has extensive experience in the fields of business, education, human resources, law, medicine and technology. All translations are proofread in-house to assure the translation matches the original text and contains no spelling, grammar, or punctuation errors. Her clients receive the exclusive Subject-Specific Glossary of Terms with the translation at no additional charge. Susana wanted to help Spanish speakers by preparing documents that are easy to read and understand. In addition, she offers organizations prices that are affordable. “I believe that businesses have to contribute to society, and this is the way I do it.” She also “enjoys the freedom of developing my own company.”



Susana Molano

There were many hurdles. One was getting the company known. A second was finding clients. A third was getting clients to “understand that an affordable price doesn’t mean low quality in my case.” On the other hand, a benefit has been “to be able to accommodate my schedule to the needs of my family, and not the other way around.”

Susana offers these tips:

- Your clients are your most important assets. Take care of them!
- Always walk the extra mile.
- Never miss a deadline.

Contact information:  
smolano@prqt.com



## Thriving People, Thriving Businesses

Life isn’t fair. Life isn’t always easy. Some of us have more obstacles and disadvantages than others. How do some manage to overcome those hurdles to create terrific lives and thriving businesses?

The Minority Enterprise Development Week luncheon and trade show was held on October 3 at the Oregon Convention Center. Keynote speaker, Otis Williams, gave a dynamic speech explaining how to stay motivated.

He first acknowledged that many (if not MOST) people and businesses go through very difficult times. There are always hurdles and obstacles, however, people who make it through have four qualities:

#1— Acceptance. You don’t have to agree or even like your situation, but it is what it is. What’s happened in the past can’t be changed. He stated that life is a classroom and we’re all tested. Many people go through traumatic trials and still flourish; so, he asked, “What’s your excuse?” Rather than bemoan what’s happened and where you are now, accept it and move on. “If you want to grow your business you must first grow yourself.” Mr. Williams noted that any day he wakes up and is alive is a great day.  
*(Continued on page 4 . . . Thrive)*

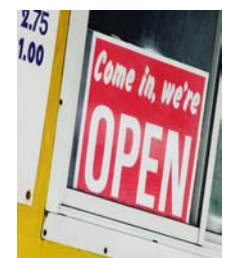
*“If you want to grow your business you must first grow yourself.”*

*-Otis Williams*

## FYI

The Governor’s Advocate’s Office recently received updated statistics on the number of state certified minority and women owned firms.

- African American—155
- Asian/Indian—31
- Asian/Pacific—128
- Hispanic—148
- Native American—76
- Woman—725



## Business Highlight

D.L. Cohen Information Services of Portland organizes business information, designs virtual and physical libraries and information centers, and conducts information needs assessments. This firm also offers web design assistance and usability testing.



Donna Cohen

Donna L. Cohen, owner, wanted freedom and flexibility for making decisions, setting her own schedule and to “pursue projects that would be of interest and keep me growing professionally.”

The company’s largest hurdle has been explaining what she does. “My skill set is unusual. I call myself an Information Management Consultant, or a freelance librarian, sometimes a website architect. They are all related to

organizing information and knowledge but for some people these are still new concepts.” Most rewarding has been the “freedom to work on new projects where I learn new things and meet new people.”

Helpful ideas from Donna:

- Find a “community of practice.” “I belong to an international organization. . . .We share strategies and war stories.”
- Network and be in the state OMWESB certification database.
- “I keep re-learning, and when I forget, remind myself that non OMWESB business people aren’t really any smarter than me. They. . .project confidence which may or may not be deserved!”

Contact information: [dcohen@dcoheninfo.com](mailto:dcohen@dcoheninfo.com)  
Web site: [www.dcoheninfo.com](http://www.dcoheninfo.com)

## International Visitors

### Leadership Program

Each year 4,000 foreign visitors, identified by US Embassies as the future leaders in their countries, participate in US Department of State-sponsored study tours. Tuesday, October 16, found the Governor’s Advocate meeting with two of these leaders from France. The Advocate and her staff met with Pierre de Gaetan Njikam Mouliom and Ali Zahi in the Capitol building to discuss Oregon’s minority business programs. Through an interpreter, Lydia Muñiz explained the Advocate’s office, its duties, and current business trends in Oregon. In return, the visitors shared business-related issues faced in France.



Left to right: Tony Lawrence, Ali Zahi, Lydia Muñiz, Pierre de Gaetan Njikam Mouliom, and Linda Jones

## Thrive

(Continued from page 3)

#2 – Attitude. Whatever you focus on is what you get. All thought precedes action. Attitude determines how you respond to the “cards you’ve been dealt” in this life. We all know that life is not fair, however, how you respond to this will determine what you get from life. “Just play the game,” he suggested.



Otis acknowledged that there are disadvantages for blacks, Hispanics, women, etc.; but, those disadvantages don’t have to get you down.

#3 – Focus. “Whatever you focus on grows to the exclusion of everything else. Do your thing with excellence!”

#4 – Faith. When you’ve done everything you can, let it go.

Otis, adopted and raised in a low-income single parent home, overcame his own hurdles to become a “World Champion of Public Speaking” for Toastmasters International. Use these ideas to help your business thrive!

# Governor's Marketplace Connection IT Workshop



Gretchen Davidson shares information about nextSource.

*(Continued from page 2. . . .)*

Of high interest to many of the attendees was nextSource. This is an independent, automated, web-based company that matches state needs to contractors in the IT arena. These needs are primarily for smaller projects or for projects or employee needs that have a short time line.



Vendors gain knowledge during one-on-one discussions.

Attendee Comment:

“Great overview of projects & process.”

The audience visited one-on-one with the state representatives at the end of the sessions. Additional state representatives attending to meet with the audience included: Cynthia Miller (IT Procurement and Asset Management Manager, ODOT), Jana Hart and Ufemia Castaneda (DAS Procurement Analysts), and Richard Topielec (ODOT Contract Management Services Team Lead). Gretchen Davidson and Jeff Walker represented nextSource.



Ben Berry talks to vendor.



The Governor's Advocate chats with Dimas Diaz.



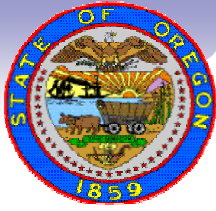
Jana Hart and Ufemia Castaneda exude energy.

We thank everyone who took time out of their busy schedules to attend and who helped make this a successful and valuable workshop. Staff at the DHS Training Center went the extra mile to assist in procuring the room, set up, and technical help. We also appreciate OfficeMax who supplied pens, folders, and paper.

*(Continued on page 6, How to Connect. . . .)*



Ideas are exchanged.



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Executive Building  
155 Cottage St NE  
Salem, OR 97301

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## Save the Date!

**Governor's Marketplace Connection  
Construction Contracting Workshop**

March 5, 2008

Holiday Inn ~ Wilsonville



- Examine a wide-range of current construction opportunities around the state.
- Talk one-on-one with state procurement experts.
- Hear what large, prime contractors have to say about government contracts.
- Meet the competition.

## How to connect. . . .

### ORPIN

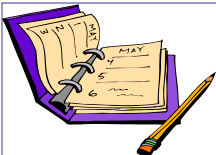
(Oregon Procurement Information Network)  
<http://orpin.oregon.gov/open.dll/welcome>

### nextSource

MSP—nextSource (Gretchen Davidson)  
[gdavidson@nextsource.com](mailto:g davidson@nextsource.com)

### ODOT

ODOT—internet home page  
[http://www.oregon.gov/ODOT/CS/ISB/cio\\_report.shtml](http://www.oregon.gov/ODOT/CS/ISB/cio_report.shtml)



## Upcoming Events—2008

**March 5** Governor's Marketplace Connection — Construction Contracting Workshop

**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](http://www.onaben.org)