



DBE REPORTER

OFFICE OF BUSINESS OPPORTUNITY AND EQUITY COMPLIANCE

Fall 2023

WisDOT Overall DBE Goals for FFY 2024, 2025, 2026

Wisconsin DOT's overall annual triennial DBE Goal for Federal Fiscal Years (FFY) 2024, 2025, and 2026 has been set at 12.42%.

This is a .01% increase from the previous goal of 12.41% for FFY 2021 - 2023 representing an increase of \$64.6 million in additional DBE goal achievement projected, shown left.

FFY 2021, 2022, 2023	OVERALL ANNUAL GOAL		CONSCIOUS PORTION		NEUTRAL PORTION	
Annual Estimated FHWA Funds	%	\$M	%	\$M	%	\$M
\$750 million Construction and Consulting Contracts	12.41%	\$93.1	8.14%	\$61.1	4.27%	\$32

FFY 2024, 2025, 2026	OVERALL ANNUAL GOAL		CONSCIOUS PORTION		NEUTRAL PORTION	
Annual Estimated FHWA Funds	%	\$M	%	\$M	%	\$M
\$1.26 billion Construction and Consulting Contracts	12.42%	\$157.7	7.4%	\$116.7	5.02%	\$82

This table (left) depicts past triennial goal attainment from 2018 to present. WisDOT is projected to exceed the 12.41% goal at the end of FFY 2023 on September 30, 2023.

*The goal amount achieved will be adjusted from August achievement shown in the table to the left with the last month of DBE participation for FFY 2023. Final achievement will be calculated at the end of September.

FFY	FEDERAL FUNDS	DBE GOAL ASSIGNED	DBE GOAL ATTAINMENT	DBE % ACHIEVED
2018	\$1,010,715,966	12.38%	\$132,403,792	13.10%
2019	\$769,232,326	12.38%	\$81,307,857	10.57%
2020	\$745,516,053	12.38%	\$89,536,478	12.01%
2021	\$906,229,250	12.41%	\$120,536,478	14.57%
2022	\$1,011,621,027	12.41%	\$139,065,787	13.75%
8/2023	\$927,035,278	12.41%	\$129,487,623	13.97%*

CONTINUED ON NEXT PAGE

The DBE Reporter newsletter is published by the Office of Business Opportunity and Equity Compliance to educate, highlight, and connect DBE businesses and stakeholders.

DBE SUPPORT SERVICES OFFICE
6150 West Fond Du Lac Avenue
Milwaukee, WI 53218
VISIT US ONLINE



WisDOT Overall Annual DBE Goals for FFY 2024, 2025, 2026 continued

The Bipartisan Infrastructure Law (BIL) provides a portion of FHWA funding annually. Federal Fiscal Year 2024 to 2026 funding has increased 68.40% from the previous triennial period.

YEARS	OVERALL FEDERAL FUNDING
FFY 2021 – 2023	\$2,249,944,020
FFY 2024 – 2026	\$3,788,799,023
Increase	\$1,538,855,003
% Increase	68.4%

Federal Highway Administration (FHWA) funding to WisDOT is estimated to total \$3.79 billion over the next three years resulting in an annual average of \$1.26 billion in federal funding for DBE contracting opportunities per year. The funds are divided between construction Lets, including the Transportation Alternative Program projects, and consultant solicitations.

CONTRACTING OPPORTUNITIES	FFY 2024	FFY 2025	FFY 2026	3-YEAR TOTAL
WisDOT Let Highway Construction Contracts	\$1.1B	\$1.1B	\$1.1B	\$3.3B
WisDOT Solicited Highway Consultant Contracts	\$164M	\$164M	\$164M	\$4.9M
TOTAL	\$1.26B	\$1.26B	\$1.26B	\$3.79B

WisDOT wants to ensure that DBEs are prepared to take on these opportunities. Our Office of Business Opportunity and Equity Compliance (OBOEC) is instituting business growth strategies to increase the number and capacity of DBE firms doing business with WisDOT, leveraging partnerships, and educating DBEs on business acumen, state processes, and how to prime DOT contracts. Attend the DBE Roundtable 3.0 on November 9th to learn how you can benefit from these growth initiatives. See flyer on page 6.

**thank
you!**

to all DBEs who provided feedback through the Survey in May 2023 on working with Prime Contractors

- In total, we received 114 responses from 23 different DBE firms who evaluated 35 different Prime Contractors
- Four categories rated: project administration, prosecution of progress, supervision and oversight of subcontractors and prompt payment
- We received numerous “outstanding” rated comments reinforcing the Prime Contractor community is committed to working with DBEs
- For areas of concern, the DBE Office reached out specifically to the Prime Contractor but kept the feedback anonymous

WisDOT DBE Goal Summary Report

Federal Fiscal Year 2023 October 2022 - June 2023

OVERALL DBE ANNUAL GOAL - 12.41%

OVERALL CONSULTANT AND CONSTRUCTION ACHIEVEMENTS FFY 2023

Based on the June 2023 Uniform Report

Overall Federal Funds: \$839,394,949

Overall DBE Goal Committed: \$117,508,869

Overall DBE Goal Percent: 14.00%

Conscious Attainment: 9.30%

Neutral Attainment: 4.70%

DBE CONSTRUCTION CONTRACTS FFY 2023 (October 2022 - June 2023)

Federal Funds: \$699,102,061

Assigned DBE Goal: \$63,647,280

DBE Goal Committed at Bid: \$78,083,705

Committed after Contract Execution: \$16,794,811

Approved Contracts: 210

Approved GFE: 7

DBE CONSULTANT CONTRACTS FFY 2023 (October 2022 - June 2023)

Federal Funds: \$140,292,888

Assigned DBE Goal: \$0

DBE Goal Committed: \$22,630,353

Bid Letting and Quoting Reminders

- When working with new primes – reach out early and introduce yourself and what you do.
- Need a capability statement? The [DBE Office](#) can help!
- Haven't worked on WisDOT jobs for a while? Check in with primes you've worked with before to let them know you are interested and available.

The DBE Office receives consistent feedback from prime contractors that the following are the **top three areas to improve with respect to quotes**. We are highlighting this feedback so that you can optimize your internal processes.

- 1** If some of your work items receive DBE credit and some do not, **make it clear** to the prime on your quote.
 - Review your NAICS codes on the [Directory](#).
 - Consider requesting an [expansion](#) for any work area you perform but do not receive credit for.
- 2** Send quotes to primes as **early** as possible before a letting.
 - Prime contractors are under strict deadlines on letting day- make sure you give them enough time to properly evaluate your quote.
 - Sending quotes in early helps your company receive adequate consideration and prime contractors to submit responsive bids.
- 3** **Complete** your [Attachment A](#) with the amount you can receive total credit for and the amount of your full quote and sign it .

The Value of a Business Mentor Why every entrepreneur should have one.

Your friends and family, the Web, periodicals, and even casual acquaintances can provide you with a steady daily flow of information regarding news, industry developments, and opportunities. Industry analysts, consultants, employees, and good networking contacts can share their expert knowledge with you regarding situations and needs you may encounter. But only a mentor can truly share wisdom with you on an ongoing basis.

A mentor is someone with more entrepreneurial business experience than you who serves as a trusted confidante over an extended period of time, usually free of charge. Why do they do this? First and foremost, as a way of giving back to their community and to society at large. They may do it to develop their skills as a teacher, manager, strategist, or consultant. And a true mentoring relationship also works in both directions—they learn about new ideas from you just as you learn timeless wisdom from them.

Whatever the benefits to the mentor, the benefits to you, the entrepreneur, are even greater:

Where else are you going to turn? There's no boss any more to turn to for advice or direction—maybe not even any employees. You're flying solo. But don't need to. Everybody needs a good reliable sounding board, second opinion, and sometimes just emotional support.

They've "been there, done that". Learn from others' mistakes and successes. They don't have to have experience in your industry. They don't have to be up on the latest trends or technology – you have other sources to go to for that. Their role is to share lessons from their experience in the hopes that you can learn from them a bit more quickly and easily.

It's (usually) free. If you're on a tight budget, that's a major factor. While good coaches and consultants may be able to offer some things that a mentor doesn't, it comes at a price, usually of several hundred dollars a month. Mentors, though, are readily available free of charge through a few organizations, such as SCORE (Service Corps of Retired Executives) and many others. But plan on at least treating them to lunch or coffee!

Expand your social network. Your mentor, being an experienced businessperson, is likely to have an extensive network, and can offer you access to far more senior decision-makers than you currently have. And they will be far more willing to open that network up to you than some casual acquaintance from a networking meeting. If you are part of the highway construction community contact the DBE Support Service office for more information on their Mentor Protege Program and networking opportunities.

A trusted long-term relationship. Your mentor has no ulterior motive—no service or product to sell you. That combined with their experience creates a good foundation for trust. And as the relationship develops over time, that trust can grow even stronger. Also, your time with them becomes more and more efficient as they become more and more familiar with you and your business.

As you can see, the rewards are many, and the risk is non-existent. You have nothing to lose and everything to gain by finding a good mentor. Every entrepreneur should have one. Congratulations to the 2023 WisDOT Mentor Protégé Pairs! See list shown to the left.

Source: liveabout.com/entrepreneurship

2023 WisDOT Active Mentor Protégé Pairs in Highway Construction and Consultant Services

HIGHWAY CONSTRUCTION SERVICES

- M:** Michels Road & Stone, Inc.
- P:** J H Alliance, LLC
- M:** Northeast Asphalt
- P:** Meltz Industries
- M:** Payne & Dolan
- P:** ANASA Traffic & Restoration Services
- M:** James Peterson Sons
- P:** Wisconsin Interstate Contracting
- M:** Zignego Construction, Inc.
- P:** Brothers' Infrastructure Group

PROFESSIONAL ENGINEERS AND CONSULTANT SERVICES

- M:** Collins Engineers, Inc.
- P:** Ellis Engineering & Construction Management Services
- M:** Ayres Associates
- P:** Stevens Engineers, Inc.
- M:** HNTB
- P:** Spann and Associates
- M:** KL Engineering
- P:** M Squared Engineering
- M:** SEH - Short Elliott Hendrickson Inc.
- P:** R&G Engineering, LLC
- M:** Jacobs Engineering Group, Inc.
- P:** LT Leon Associates, Inc.



BUILD THE FUTURE NOW

ANASA Traffic Control Services

What or who was your motivation for becoming an entrepreneur?

ADAM SKENANDORE: The Glass Ceiling. In 2020, I was working for a large corporation as General Manager of their traffic and restoration division. The company specialized in new gas, electric installation, and maintenance. I had started in 2009 as a traffic control tech/flagger with no experience and worked my way up to general manager. The company was very good to me and always recognized my hard work with promotions and competitive wages. I was doing very well financially.

It wasn't until 2020 that I realized that I had hit the Glass Ceiling with this company. I didn't have a degree or knowledge of the gas and electric side of the company that would take my career to the next level. Rarely did the leadership experience any turnover, so I had to do something to increase my earning potential for my family and maximize my leadership skills and business acumen.

It was time for me to become my own boss, an entrepreneur. Becoming president of my own company is the only thing that could satisfy my desire for growth. With the experience I gained from working with my previous employer, I was able to start my own business. I will forever be grateful to my previous employer for the experience I gained and the respect shown to me during my tenure with the company. I am now the owner of ANASA Traffic Control Services, LLC. I was certified as a DBE in 2021 and recently signed a two year agreement with WisDOT and Payne and Dolan in the WisDOT Mentor Protégé Program. I look forward to developing healthy business relationships in the heavy highway construction industry as a traffic control service provider.



Adam J. Skenandore, President
ANASA Traffic Control Services, LLC
W230N5000 Betker Dr. Suite A
Pewaukee, WI, 53072
O: 262.932.0001
M: 262.229.1841
askenandore@anasaservices.com
www.anasaservices.com

Work Classifications

- Heavy Highway Construction (Traffic Control)
- Traffic control and flagging services
- Traffic control equipment rental services
- Temporary traffic control design,
- Consulting & Training services
- Concrete and asphalt repair
- Erosion control

NAICS Codes

- 561990 - All Other Support Services
- 423490 - Other Professional Equipment and Supplies Merchant Wholesalers
- 541690 - Other Scientific and Technical Consulting Services
- 238990 - All Other Specialty Trade Contractors
- 561730 - Landscaping Services





SAVE THE DATE

Disadvantaged Business Enterprise

ROUNDTABLE 3.0

November 9, 2023 • Glacier Canyon Lodge • Wisconsin Dells

PROGRAM

- 9:00 am** **Opening Session**
Hosts: Joseph Davis, Sr., CBG and Madalena Maestri, WisDOT
Opening Session with Icebreaker
-
- 9:30 am** **SESSION 1** – Bidding as a DBE Prime Contractor
SESSION 2 – How can DBEs Access Affordable Capital
SESSION 3 – New WisDOT DBE Initiatives
-
- 12:00 pm** **Lunch**
Presentation by SBDC's Capital Access Clinic
Master Class - Certificates of Completion
-
- 1:30 pm** **SESSION 4** – Tech Talk with Prime Contractors
SESSION 5 – DBE Roundtable 3.0
-
- 3:30 pm** **Closing Remarks**



← **SCAN**
or **CLICK** →
to Register
FREE today!



True Visions Design

True Visions Design LLC was founded by Sierra Currie in 2019. True Visions Design vision is to help innovate and advance people forward around the world. They provide professional, quality, and Innovative Web and Graphic Design Services to entrepreneurs, organizations, and corporations. Their approach to every client is to focus on the goals and impact they want to reach now, while positioning them for the future.

True Visions Design works alongside their clients to create a brand presence that has become a catalyst for growth and sustainability. As a trusted company that is passionate about purpose, they strive to build strong relationships, produce great results and strengthen communities. They have worked on numerous projects from branding, annual reports, web design, marketing campaigns and much more.

Sierra built True Visions Design with faith, and knows God is guiding her to service others in their true purpose. She recommends every entrepreneur prioritize staying organized, managing client relations and expectations, and creating systems and structures to help the business run more smoothly and decrease the chances of client dissatisfaction.

She has also taken time to build partnerships with other firms to work as part of cross-functional teams on large projects. As an entrepreneur and servant leader, Sierra advises other aspiring business owners to do something you are passionate about and that involves using your gifts. Passion and gifts combined are a contagious force that attracts clients and keep you going. She also believes in being a lifelong learner and never forgets why she got started.

Sierra Currie
True Visions Design LLC
4011 W. Capital Drive, Suite 201
Milwaukee, WI 53216
1-888-725-0299
info@truevisionsdesign.com



Unified Certification Program (UCP)

Newly Certified DBE Firms | June 2023 - August 2023

WISDOT

2IM Group, LLC

Luis Montgomery
Chicago, IL 60661
(312) 508-5156
luis.m@2imgroup.com

CERTIFICATE DATE: 06/16/23

HOME REGION: Non-WI

WORK CLASSIFICATION: Professional Services
(Engineering Design)

NAICS CODES:

541320 - Landscape Architectural Services
541330 - Engineering Services
541620 - Environmental Consultant
Services

Antrim Consulting, LLC

Sheila Magee
Waukesha, WI 53188
(773) 293-1600
sheila@antrimconsulting.org

CERTIFICATE DATE: 06/18/23

HOME REGION: SE

WORK CLASSIFICATION: Professional Services
(Administrative) - Strategic planning,
Succession planning, Executive coaching,
Sales and marketing consulting, Human
resource consulting services, Computer
consulting services

NAICS CODES:

541611 - Administrative Management and
General Management Consulting Services
541612 - Human Resources Consulting
Services
541613 - Marketing Consulting Services
541618 - Other Management Consulting
Services
541519 - Other Computer Related
Services

Apex Commercial Interiors, Inc.

Frederick Jackson II
Mequon, WI 53092
(414) 406-7186
fred@pinnacleworkspace.net

CERTIFICATE DATE: 06/28/23

HOME REGION: SE

WORK CLASSIFICATION: Non Construction
Supplier of commercial furniture, Supplier
of flooring, Supplier of office equipment,
supplies and products

NAICS CODES:

423210 - Furniture Merchant Wholesalers
449121 - Floor Covering Retailers
424120 - Stationery and Office Supplies
Merchant Wholesalers

Corona Trucking, LLC

Manual Corona
Milwaukee, WI 53215
(414) 745-2699
manecoc0472@gmail.com

CERTIFICATE DATE: 06/16/23

HOME REGION: SE

WORK CLASSIFICATION: Dump Trucking
(Gravel, Sand, Top-Soil etc.)

NAICS CODE: 484220 - Specialized Freight
(Except Used Goods) Trucking, Local

Cram Trucking, LLC

Elijah Miller
Milwaukee, WI 53224
(414) 519-3331
cramtruckingllcwi@gmail.com

CERTIFICATE DATE: 07/27/23

HOME REGION: SE

WORK CLASSIFICATION: Dump Trucking
(Gravel, Sand, Top-Soil etc.)

NAICS CODE: 484220 - Specialized Freight
(Except Used Goods) Trucking, Local

Dumping Tons, LLC

George Harris III
Milwaukee, WI 53210
(414) 350-0820, (414) 975-2721
ionnicq@yahoo.com

CERTIFICATE DATE: 06/30/23

HOME REGION: SE

WORK CLASSIFICATION: Dump Trucking
(Gravel, Sand, Top-Soil etc.)

NAICS CODE: 484220 - Specialized Freight
(Except Used Goods) Trucking, Local

MACK Construction Services, LLC

Nancy Carreon
Chicago, IL 60618
(773) 525-3411
nscarreon@mackcs.com

CERTIFICATE DATE: 06/22/23

HOME REGION: Non-WI

WORK CLASSIFICATION: Supplier of Highway
Construction Materials, Painting and Wall
Covering Contractors, All Other Specialty
Trade Contractors

NAICS CODES:

238320 - Painting and Wall Covering
Contractors
238990 - All Other Specialty Trade
Contractors
423320 - Brick, Stone, and Related
Construction Material Merchant
Wholesalers
423320 - Gravel, construction, merchant
wholesalers
423320 - Sand (except industrial)
merchant wholesalers
423330 - Roofing, Siding, and Insulation
Material Merchant Wholesalers
423390 - Other Construction Material
Merchant Wholesalers
424950 - Paint, Varnish, and Supplies
Merchant Wholesalers
424990 - Other Miscellaneous Nondurable
Goods Merchant Wholesalers
541330 - Construction engineering
services



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Unified Certification Program (UCP)

Newly Certified DBE Firms | June 2023 - August 2023

WISDOT CONTINUED

MBE Erectors, LLC

Christopher Rosendo
Cicero, IL 60804
(312) 694-3503
chris.rosendo@mbe-erectors.com

CERTIFICATE DATE: 07/18/23

HOME REGION: Non-WI

WORK CLASSIFICATION: Heavy Highway Construction (Structural Steel)
Erecting structural steel, iron work
Stairway metal, decorative steel and wrought iron work, fire escape installation

NAICS CODES:

238120 - Structural Steel And Precast Concrete Contractors
238190 - Other Foundation, Structure, and Building Exterior Contractors

Midco Electric Supply, Inc.

Diane Quinlan
Tinley Park, IL 60487
(708) 599-7777
diane@midcoelectric.com

CERTIFICATE DATE: 07/13/23

HOME REGION: Non-WI

WORK CLASSIFICATION: Material Supplier (Electrical/ Electrical Apparatus & Equipment)

NAICS CODES:

423610 - Electrical apparatus and equipment, wiring supplies, and related equipment merchant wholesalers
423690 - Electronic parts (e.g., condensers, connectors, switches) merchant wholesalers

MLV Consulting

Mary Lou Valeron
Vista, CA 92081
(760) 519-5986
marylou@mlvconsultinggroup.com

CERTIFICATE DATE: 05/26/23

HOME REGION: Non-WI

WORK CLASSIFICATION: Professional Services (Administrative)

NAICS CODE: 561110 - Office Administrative Services

N Rochelle Enterprise, LLC

Nicole Diaz
Mequon, WI 53092
(888) 241-3018
admin@nrocent.com

CERTIFICATE DATE: 5/31/23

HOME REGION: SE

WORK CLASSIFICATION: Event planning services, Program planning and management, Project management
Child and youth services, Gift, novelty, and souvenir retailing, Vending machine operations, Independent writing and artistry

NAICS CODES:

561920 - Convention and Trade Show Organizers
812990 - All Other Personal Services
541611 - Administrative Management and General Management Consulting Services
624110 - Child and Youth Services

Slate Demolition, LLC

Kathryn Dzedzic
Chicago, IL 60646
(773) 837-7036
kdzedzic@slatedemolllc.com

CERTIFICATE DATE: 8/01/23

HOME REGION: Non-WI

WORK CLASSIFICATION: Construction

NAICS CODES:

236210 - Construction management, industrial building (except warehouses)
236220 - Construction management, commercial and institutional building
238910 - Demolition contractor



CONTINUED ON NEXT PAGE

Unified Certification Program (UCP)

Newly Certified DBE Firms | June 2023 - August 2023

MILWAUKEE COUNTY

CR & C Catering LLC

DBA Homestyle Catering MKE
Rita Willis
Milwaukee, WI 53202
(414) 333-8789

CERTIFICATE DATE: 06/09/23

HOME REGION: SE

WORK CLASSIFICATION: Food Service Contractors

NAICS CODES:

624210: Community Food Services
722310: Food Service Contractors
722310: Food service contractors concession operators (e.g., convention facilities, entertainment facilities, sporting facilities)
722310: Industrial caterers (i.e. providing food services on a contractual arrangement, except single-event basis)

D Woodley Incorporated

Demetius Woodley
Milwaukee, WI 53205
(414) 750-7883
dwoodleyenterprises@gmail.com

CERTIFICATE DATE: 07/20/23

HOME REGION: SE

WORK CLASSIFICATION: Building Construction (Remodeling), Commercial & Residential Remodeling

NAICS CODE: 236118 - Remodeling and renovating, residential building

Jennings Asphalt Contracting & Construction

Ebony Jennings
Milwaukee, WI 53216
(414) 323-3292

CERTIFICATE DATE: 06/22/23

HOME REGION: SE

WORK CLASSIFICATION: Heavy Highway Construction (Asphalt)

NAICS CODE: 237310 - Asphalt paving (i.e., highway, road, street, public sidewalk)

Kingsway Transportations LLC

Quendolyn King
Milwaukee, WI 53212
(414) 202-1705

CERTIFICATE DATE: 06/27/23

HOME REGION: SE

WORK CLASSIFICATION: Non-Emergency Transportation

NAICS CODES:

485991 - Nonemergency medical transportation services (except ambulance services)
485991 - Special Needs Transportation

Magnitude Marketing LLC

Mor Buchnik
Parkland, FL 33076
(954) 241-4362
mor@magmarketingusa.com

CERTIFICATE DATE: 05/30/23

HOME REGION: Non-WI

WORK CLASSIFICATION: Professional Services (Marketing/Advertising/PR)

NAICS CODES:

541613 - Marketing Consulting Services
541810 - Advertising agencies
541870 - Advertising Material Distribution Services
541910 - Marketing Research and Public Opinion Polling

SB3 Williams LLC

Billy Williams
Milwaukee, WI 53217
(414) 209-5149
SB3Williams@gmail.com

CERTIFICATE DATE: 05/18/23

HOME REGION: SE

WORK CLASSIFICATION: Dump Trucking (Gravel, Sand, Top-Soil etc.), General Freight Trucking

NAICS CODES:

484122 - General Freight Trucking, Long Distance, Less-than-Truckload (LTL)
484220 - Specialized Freight (Except Used Goods) Trucking, Local

TC LLC

James Thomas
Milwaukee, WI 53202
(414) 406-3921
jt.thomas66@gmail.com

CERTIFICATE DATE: 05/31/23

HOME REGION: SE

WORK CLASSIFICATION: Security Services Background Check Services

NAICS CODES:

561611 - Investigation and Personal Background Check Services
561612 - Security guards and patrol services

CITY OF MADISON

B.Kaker Productions LLC

Shekia Baker
Madison, WI 53718
(630) 460-4329
info@bkakerproductions.com
kb@bkakerproductions.com

CERTIFICATE DATE: 07/11/23

HOME REGION: SW

WORK CLASSIFICATION: Commercial Event Videography Services, Commercial Photography Services

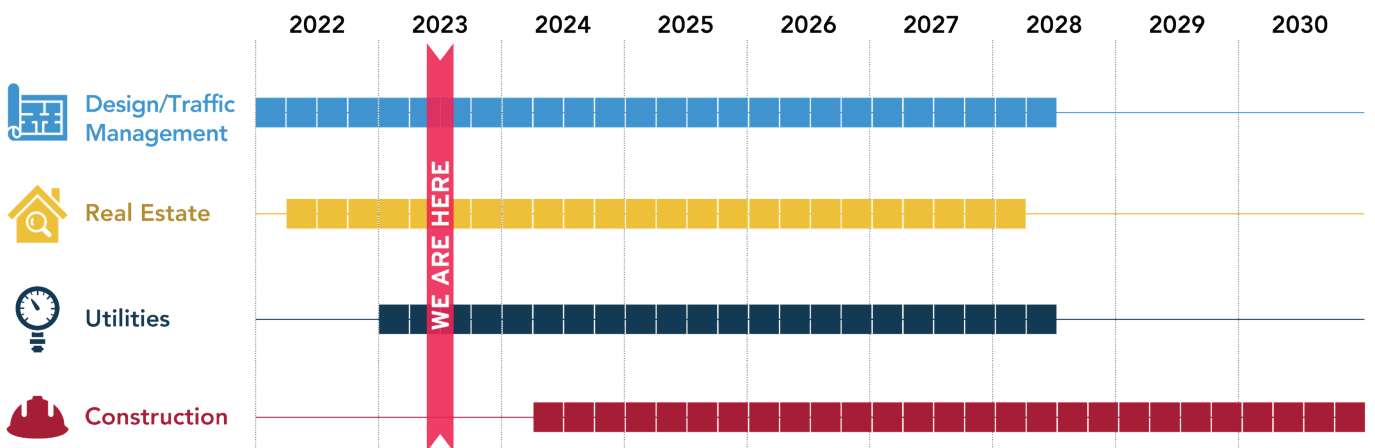
NAICS CODE: 541922 - Commercial Photography



I-41 Project Brings New Opportunities

The I-41 Project is expected to begin in FFY2024 or October 2023. Below is a snapshot from the I-41 Project website highlighting where in the construction road-building process Design, Real Estate, Utilities, and Construction items are in relation to the entire project. This project will provide incredible opportunities over the next six years for prime contractors, DBEs, and non-DBE subcontractors. If you need a mentor but don't have the time to commit to a formal 2-year relationship, consider **DBE Coaching**. DBE Coaching is a less formal arrangement with a DBE and a prime contractor who is willing to provide guidance to assist DBEs in strengthening their existing skills and developing new skills needed to succeed in highway construction. See the DBE Coaching flyer on page 12 for more information. Below the table, WisDOT presents a Highway Construction Skills Training Provider – Forward Services – ready to meet I-41 employment needs. Click on the logos for more information on HCST services.

I-41 PROJECT SCHEDULE



Dates subject to change.



**FORWARD
SERVICE CORPORATION**



Jennifer Marks
Director of Operations
726 Pine Street
Green Bay, WI 54301
jmarks@fsc.corp.org

NE Region Contact
Ranard Morris
Rmorris@fsc-corp.org
(920) 292-1332

SW Region Contact
Lori Thompson
lthompson@fsc-corp.org
(608) 216-7626

DBE COACHING



by a Prime Contractor or Professional Consultant

WHAT IS DBE COACHING?

DBE coaching is when a prime contractor or professional consultant meets with a DBE subcontractor or subconsultant to help optimize their performance and ability to achieve successful outcomes on WisDOT projects.

Coaching can help a DBE advance in their trade by teaching new skills and strengthening existing skills. The DBE coach can assist with creating an action plan in coordination with the DBE Office to achieve specific outcomes, such as setting up office efficiencies, identifying niche areas

of work and potential work type expansions, and suggesting areas for training. A coach may observe the DBE practice specific skills and recommend areas for improvement.

DBE coaching can also provide encouragement and help DBEs gain confidence in their abilities, become stronger in their assigned NAICS code work areas, and propose expansions where applicable.

The coach helps the DBE gain insight into their strengths and identify areas for growth as they move along the path to successfully contracting with WisDOT.

Coaches provide guidance and expertise for working on WisDOT projects and help DBEs:



- Identify opportunities
- Improve productivity
- Overcome obstacles
- Stay focused and motivated
- Set business-related goals and objectives to create a path to success
- Identify strengths, weaknesses, opportunities, and threats/risks
- Evaluate prime contracting goals

CONTACT DBE PROGRAM SUPPORT TO HELP YOU EVALUATE YOUR GOALS AND DETERMINE IF COACHING CAN HELP YOU MEET YOUR OBJECTIVES.

ROSALIND ROBERSON
Civil Rights Urban Outreach Strategist
rosalind.roberson@dot.wi.gov
(414) 266-1172

WISDOT DBE PROGRAM HAS A NEW LOOK ON THE WEB FOR EASIER ACCESS TO DBE AND HIGHWAY CONTRACTING INFORMATION. [CLICK HERE](#)

Disadvantaged Business Enterprise (DBE) Program

[Annual Event](#) | [Contacts](#) | [DBE Application](#) | [DBE Directory](#) | [DBE Directory Map](#) | [DBE Program](#)
[DBE Trucking](#) | [Events](#) | [Forms & Info for DBEs](#) | [Newsletters](#) | [Plans and Goals](#) | [Prime Contractor Resources](#)
[Sign up for Updates](#) | [Stakeholders](#) | [Support Services](#)

The purpose of WisDOT's **DBE program** is to increase the talent pool of contractors ready, willing, and able to perform high-quality work throughout the state highway system.

The program grew from the Surface Transportation Assistance Act of 1982. Today, the program supports small and emerging businesses throughout the state by providing technical assistance and **mentorship** on what it takes to compete successfully for heavy highway work.

DBE firms are small businesses at least 51% owned, operated, and fully controlled on a daily basis by any of the following: African Americans, Native Americans, Hispanic Americans, Asian-Pacific Americans, sub-continent Asian Americans, women.



WisDOT is committed to the continuous improvement of the DBE program and strengthening the program for both bidders and DBEs.



Support Services



Newsletters



Stakeholders



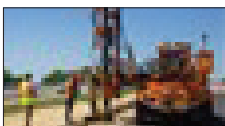
Prime Contractor Resources



DBE Application



DBE Trucking



Forms and Info for DBEs



Events



Civil Rights and Compliance System



38th ANNUAL DBE WORKSHOP AND NETWORKING SUMMIT



February 28-29, 2024

Kalahari Resort and Conference Center - Wisconsin Dells, WI

The 38th Annual DBE Summit represents the culmination of leaders and representatives from across the state in a joint event to propel the industry forward. The Annual DBE Summit has focused on becoming an event to share ideas and further connect with industry stakeholders, suppliers, innovators, influencers, and decision makers. We invite you to join us as an industry partner at the Annual DBE Workshop and Networking Summit.

PARTNERSHIP OPPORTUNITIES

AWARDS LUNCHEON NETWORKING RECEPTION

- Opportunity to address the audience and play one-minute promotional video not to exceed 3 minutes
- Partner's logo and/or name included on conference signage and promotional materials
- Rotating banner advertisement on the Conference app
- Company description and logo on the Conference website and program guide
- Exhibitor space with complimentary electricity
- Complimentary conference registration for up to **16** including premium seating.

BREAKFAST POWER HOUR

- Opportunity to address the audience and play one-minute promotional video not to exceed 3 minutes
- Partner's logo and/or name included on conference signage and promotional materials
- Rotating banner advertisement on the Conference app
- Company description and logo on the Conference website and program guide
- Exhibitor space with complimentary electricity
- Complimentary conference registration for up to **16** including premium seating.

REGISTRATION WELCOME BREAK NETWORKING BREAK

- Meter board signage with Partner logos
- Partner's logo and/or name included on select signage
- 50-word company description and logo on the Conference website and program guide
- Exhibitor space with complimentary electricity
- Complimentary Conference registrations for **four** organization representatives
- Rotating banner advertisement on the Conference app

EXHIBITOR/VENDOR

- Exhibitor space for promotional use
- Exhibitor's logo and/or name listed on select signage
- 25-word company description and logo on the Conference website and program guide
- Complimentary conference registration for **two** organization representatives
- Rotating banner advertisement on the Conference app

DBE BUSINESS CARD

- Business card posted on Conference website and program guide
- Complimentary conference registration for one organization representative



PREREGISTER!

To secure your partnership with WisDOT email gsa-support@prismtechnical.com or contact Rosalind Roberson at (414) 266-1172.

MARKETPLACE WI

GOVERNOR'S CONFERENCE ON
DIVERSE BUSINESS DEVELOPMENT



TUESDAY, DECEMBER 5 – VIRTUAL THE CONTRACTING ACADEMY (TCA)

9:00 am - 4:00 pm



WEDNESDAY, DECEMBER 6 – IN-PERSON MARKETPLACE 2023 – BAIRD CENTER

10:00 am - 6:00 pm

Registration/Info Desk

10:00 am - 3:00 pm

Exhibitor Move-in

2:00 pm - 4:45 pm

Education Sessions

5:00 am - 7:00 pm

Networking Reception (Expo Hall)



THURSDAY, DECEMBER 7 – IN-PERSON MARKETPLACE 2023 – BAIRD CENTER

6:30 am - 4:30 pm

Registration/Info Desk

7:30 am - 9:00 am

Breakfast Program

9:15 am - 11:45 am

Expo Hall Opens

9:30 am - 11:45 am

Education Sessions

12:00 pm - 1:30 pm

Awards Luncheon

1:45 pm - 4:30 pm

Expo Hall Reopens

2:00 pm - 3:45 pm

Education Sessions

4:30 pm

Conference Closing