



## Congratulations to Our Newly Certified DBEs!

### **BLACK BEAR LADDER COMPANY, INC.**

Ladders, Scaffold, Safety Equipment, Truck and Van Racks.

Location: 515 Pleasant Street, Lewiston, ME 04240  
 Contact: Kathleen Cordts ★ Phone: (207) 782-2322 ★  
 E-mail: [blkbearladder@aol.com](mailto:blkbearladder@aol.com)

### **BROWN & MEYERS REPORTING**

Professional Services Specializing in Transcription, Court Reporting, Document Scanning, Document Management Solutions.

Location: 536 Washington Avenue, Portland, ME 04103  
 Contact: Kate Meyers ★ Phone: (207) 772-6732 ★  
 E-mail: [kate@brownmeyers.com](mailto:kate@brownmeyers.com)

### WORKSHOPS COMING SOON!

- Jumpstart Business Planning
- Contracts & Legalities
- Bonding

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**DBE Supportive Services website:**  
[www.mainedbe.org](http://www.mainedbe.org)

**MaineDOT website:**  
[www.maine.gov/MaineDOT](http://www.maine.gov/MaineDOT)

# DBE NEWS



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## Marketing Your Expertise

With warm weather approaching, DBEs are preparing for a busy season. In addition to getting equipment ready, bidding on projects and finding employees, now is the perfect time to focus on marketing your business. Making on-site visits to prime contractors or people with whom you want to do business is an important part of your marketing strategy. Business-to-business sales are about relationship building. Consider setting goals as part of your strategy, such as:

- Build good relationships
- Highlight your company's strengths
- Offer solutions to problems
- Show your commitment.

Although your presentations will be similar, personalize each visit. Think about the following questions are you prepare: Why should they retain your services? What do you bring to the table that is notable? What makes your company unique?

Take a document that outlines your company's capabilities. Be informative about who you are and what you do in a one or two page piece that is concise and well-written. In addition to your contact information, include a brief summary of the type of services/work your company performs; your company's primary area of expertise; short histories of key personnel describing each person's experience and education; company experience, including projects you have successfully completed; magnitude/size of key projects; references; teaming partners, bonding capacity, and an equipment list. Update your presentation on a regular basis, particularly as you complete new projects. Be sure to follow up after the visit, either with a brief thank you note or email.

Now that you have taken this initial step, consider ways to keep in touch. As projects are advertised, be assertive and make a phone call to express your interest in bidding. If you do a company newsletter, add your new contacts to the list. Attend an industry association meeting to network. Visibility is key!

If you would like assistance with developing a list of companies to contact or would like to develop a marketing piece for your visits, email [info@mainedbe.org](mailto:info@mainedbe.org).

## Jumpstart Business Planning

Sponsored by DBE Supportive Services, presented by the Small Business Development Center

Saturday, March 13, 2010  
 8:30am to 3:30pm

\$15 per person (lunch provided)  
 University of Maine, Augusta  
 Campus Center Conference Room

Contact: Kathleen LaFlamme [klaflamme@emdc.org](mailto:klaflamme@emdc.org) by Friday, March 5th

## Schedule of Events

**March 13**  
**Augusta**  
**Jumpstart Business Planning**

**March 26**  
**Augusta**  
**Contracts & Legalities**

**April 27**  
**Bangor**  
**The Bonding Process**

### DBE Supportive Services Contact:

Eastern Maine Development Corporation  
 40 Harlow St.  
 Bangor, ME 04401

Ph: (207) 942-6389  
 Fax: (207) 942-3548

■ Melody Weeks  
 Project Manager  
 Ext. 3245  
 mweeks@emdc.org

[www.mainedbe.org](http://www.mainedbe.org)

[www.maine.gov/MaineDOT](http://www.maine.gov/MaineDOT)

## Employee or Independent Contractor?

New standards governing Maine independent contractors who perform construction work became effective on January 1, 2010. The Maine law now requires that any person you use to perform construction work on a construction site is presumed to be your employee unless the person meets all 12 parts of a new definition of independent contractor, or owns and operates a piece of equipment weighing over 7,000 pounds. Below is the 12 part test that an individual must meet in order to be classified as an independent contractor:

- Possesses or has applied for a federal employer identification number or social security number
- Has control and discretion over the means and manner of performance of the construction work, in that the result of the work rather than the means or manner by which the work is performed, is the primary element bargained for by the hiring agent
- Has control over the time when the work is performed and the time of performance is not dictated by the hiring agent
- Any, and to the extent such assistants are employees, supervises the details of the assistants' work
- Claims to be in business for that person's self
- Has continuing or recurring construction business liabilities or obligations
- The success or failure of the person's construction business depends on the relationship of business receipts to expenditures
- Receives compensation for construction work or services performed and compensation is not determined unilaterally by the hiring agent
- Is responsible in the first instance for the main expenses related to the service or construction work performed; however, the hiring agent is not prohibited from providing the supplies or materials necessary to perform the work
- Is responsible for satisfactory completion of the work and may be held contractually responsible for failure to complete the work
- Supplies the principal tools and instruments used in the work, except that the hiring agent may furnish tools or instruments that are unique to the hiring agent's special requirements or are located on the hiring agent's premises.
- Is not required to work exclusively for the hiring agent.

As the hiring season for construction is gearing up, please check with your workers' compensation carrier, the Bureau of Insurance, the Workers' Compensation Board, or your legal counsel to ensure compliance when making your classifications.

## Tuition Reimbursement

The Maine DBE Supportive Services tuition reimbursement program assists Maine certified DBEs with attaining the education and training they need to succeed. The program provides reimbursement for pre-approved courses from institutions of higher education or from professional training organizations. To receive reimbursement the following criteria must be met:

- **You must apply for and receive approval of the course in advance.**
- The course must directly benefit your business growth.
- You must successfully complete the pre-approved course.

For more information or to request the pre-approval form, contact us at 207-942-6389. *Please note that we have initiated a \$1500 maximum reimbursement amount for each company.*



## Upcoming MaineDOT Projects



### Projects Under Advertisement (As of DATE)

**Attention to all Contractors & Suppliers: The latest bid packages cannot normally be purchased prior to the advertising date given on the notice to contractors.**

Bid Date	PIN(s)	Municipality	Location	Work Type
4/7	RFQ20090924	Canaan-Pittsfield	Sibley Pond	Sibley Pond Bridge Replacement
3/3	PH20100210SB	Statewide	Statewide	RFP Sandblasting Services
3/3	017314.00	Forkstown & TA R2 WELS	Route 2A	Hot Mix Asphalt Overlay, Drainage Improvements
3/3	016821.00	Carmel, Hampden	Interstate 95 Northbound	Pavement Milling, Warm Mix Asphalt Overlay, Drainage & Safety Improvements
3/3	015962.00	Woolwich	Meadow Road with Maine Eastern Railroad	Rail-Highway Grade Crossing Improvements
3/3	012971.00 012972.00	Thomaston	Elliot St. with Maine Eastern Railroad & Green St. with Maine Eastern Railroad	Rail-Highway Grade Crossing Improvements
2/25	LAP016132.00	Winslow	114 Benton Avenue	Bicycle / Pedestrian Path
2/24	015743.00 015744.00 015824.00	Leeds, Monmouth, Sabattus & Wales	Route 106, Route 219 & Route 9	Pavement Milling, Hot Mix Asphalt Overlay, Drainage & Safety Improvements
2/24	016815.00	Fryeburg, Lovell & Harrison	Route 5 & Route 219	Hot Mix Asphalt Overlay, Drainage & Safety Improvements
2/24	016344.00	North Yarmouth	Route 9	Cross Walk & School Zone Signal Lights

For additional information on these and other projects go to:

<http://www.maine.gov/mdot/comprehensive-list-projects/project-information.php>