

WORKSHOPS COMING SOON!

- **Project Management** (2-day workshop)
- **Property-Casualty Insurance**
- **QuickBooks Basics**

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How can we help you?

DBE Supportive Services is here to help. If you have any suggestions about what we can do to better assist you and your business, contact Amy Stewart at 942-6389 or email astewart@emdc.org

DBE NEWS



VOLUME 3, ISSUE 3

FALL 2008

2nd Annual Maine Business Matchmaker: Transportation, Construction and Government Contracting

Hosted by DBE Supportive Services
and supported by the MaineDOT

November 13, 2008
7:30 am to 3:30 pm

Eastland Park Hotel
157 High Street
Portland, Maine

Registration begins October 1st, 2008. For more information visit www.mainedbe.org or contact Amy Stewart, DBE Supportive Services Project Manager.

Making a Connection

The Maine Business Matchmaker will provide small businesses with a chance to meet one-on-one with more than 30 government purchasing agents and prime contractors. Purchasing agents from city, state, and federal agencies, as well as prime contractors and other organizations with combined purchasing budgets representing hundreds of millions of dollars worth of opportunities will be participating. Everyone attending will be gathered together for the sole purpose of creating business opportunities.



It is important to prepare in advance for the Matchmaker to assure that you make the most of the event. Here are four steps to making a connection at the Matchmaker:

1. **Identify**
2. **Investigate**
3. **Prepare**
4. **Connect**

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Schedule of Events

Oct. 15th, 2008
10:00 am to 1:30 pm -
Portland, ME

Outlining Your Marketing Plan Workshop - presented by Jodie Lapchick of Lapchick Creative

Nov. 13th, 2008
7:30 am to 3:30 pm -
Portland, ME

Maine Business Matchmaker: Transportation, Construction and Government Contracting hosted by DBE Supportive Services

DBE Supportive Services Contacts:

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Website -
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MaineDOT website -
www.maine.gov/

MaineDOT

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First, you must **identify** the companies and/or agencies you wish to target. A list of prime contractors and agencies will be posted on the DBE Supportive Services website as the event draws near. From this list you should choose who you want to connect with to discuss potential subcontracting opportunities. Make a list of companies and agencies you are interested in meeting with or want to learn more about.

Second, **investigate** those companies/agencies on your list. Search the internet for the company/agency's websites. Look for information that will be useful to you when you meet with them. Where are they located? What types of products and/or services do they sell? What types of projects do they typically work on? Do they have a need for your product or service?

With the information you have gathered, put together your plan to meet with them.

Prepare an "elevator speech" (see below) and gather your marketing materials (business cards, brochures, pamphlets, a business resume/capabilities statement) to leave with the contractors/agencies you meet. Be sure these materials include information about your business and the products or services you sell to serve as a reminder of your company in the future.

Finally, attend the Matchmaker and **connect** with your targeted companies/agencies. During your meetings, collect business cards and other relevant information from the contractors and agencies which will be important when you are ready to follow up on these connections after the event. It is important to follow up with your contacts as it is crucial to build upon these connections and possibly turn them into business opportunities.

Need more information? View our online workshop, "Connecting with Contractors" to learn more about the process of networking to create potential business relationships. Go to www.mainedbe.org and click on "Online Workshops", then just follow the instructions on

Preparing Your Elevator Speech

One of the most important things you need to prepare for the upcoming Matchmaker event is your "elevator speech." An "elevator speech" is a concise, well thought-out and well-practiced description about your company that anyone could understand in the time it takes to ride an elevator.

There are four steps to creating a great "elevator speech." First, you need to know your audience and what they are looking for. Next, know yourself. What do you bring to the table? Third, outline your speech; this will help you organize your thoughts. And lastly, finalize your speech. Your speech should be no more than 5 minutes long and should communicate who you are and what your company can do for the listener.



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1. Know Your Audience

Do some research on the companies you wish to meet with. Go to the DBE website (www.mainedbe.org), move your cursor over the "MATCHMAKER" button to the left of the screen. Then click on "Primes/Agency Needs." This is a list of prime contractors and government agencies that have signed up for the event and a brief description of what each is looking for. Select the companies you are interested in and visit their websites.

2. Know Yourself

Define exactly what you are offering and what benefits you bring to a prospective project. Answer the following questions:

- What words best describe me and my company?
- What am I selling?
- What are my strengths?

3. Outline Your Speech

Begin to outline your speech. You do not need a lot of detail, just some bullet points with key words or notes to remind you what it is you want to say. Here are some questions to help you get started:

- Who am I?
- What does my company offer?
- What are the benefits of using my company?
- What outcome would you like as a result of your speech?

4. Finalize Your Speech

Now that you have your outline completed, you can finalize your speech. Expand on the notes and key words in your outline by writing a complete sentence about each bullet point. Then connect each sentence with additional phrases to make them flow. Review your speech a few times to ensure that you are communicating exactly what you want and that your "elevator speech" flows easily and logically. Try it out on friends, relatives, and colleagues so that you are comfortable with it prior to the Matchmaker.

**Welcome
Jennifer Dumond!**

We would like to take this opportunity to introduce our new Administrative Assistant, Jennifer Dumond, to the DBE Supportive Services team. Jennifer's dedication and skills will be a great asset to the DBE Supportive Service program. Join us in welcoming Jennifer to our team.

**Plan Room —
2 Locations!**

Portland Plan Room
Maine SBDC Office
68 High Street
Portland, Maine

Bangor Plan Room
EMDC
40 Harlow Street
Bangor, Maine

For more information and the Plan Room Inventory list for both locations, please visit our website at www.mainedbe.org.



Upcoming MaineDOT Projects



Projects Under Advertisement (As of 9/02/08)

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
9/9	Memorial Bridge NHME2008	Maine/New Hampshire	Route 1 Memorial Bridge	Bridge Rehabilitation
9/10	014924.00	Batchelders Grant	Rte. 113	Bridge Replacement

For additional information on these and other projects go to:

<http://www.state.me.us/MaineDOT/comprehensive-list-projects/project-information.php>



Supportive Services

Disadvantaged Business Enterprise

40 Harlow Street
Bangor, ME 04401



in
partnership
with



MaineDOT

Civil Rights Office

Outlining Your Marketing Plan

October 15, 2008
10:00 a.m. to 1:30 p.m.

Greater Portland Council of Governments
68 Marginal Way Portland, ME

Cost is \$10 per person & includes lunch.
To register contact Jennifer Dumond at
jdumond@emdc.org or call
207-942-6389.

The deadline to register is October 8th.

Congratulations to Our Newly Certified DBEs!

Big Country Enterprises

Manufacture & sell aggregates
(sand, gravel, loam & stone)

Contact: Holly Grey ★ Phone: (207) 636-7273

Northeast Civil Solutions

Land surveying, civil engineering; wetland
delineation, construction staking; permitting and
building design.

Contact: Jim Fisher ★ Phone: (207) 883-1000

White Wolf Traffic Control

Flagger/Traffic control services

Contact: Bobbie Jo Dawes ★ Phone: (207) 897-1018