



DBE Program  
 Civil Rights Bureau  
 Montana Department of Transportation  
 P.O. Box 201001  
 Helena, Montana 59620-1001

## People Worth Knowing: Rod Trahan

When he was a boy, Rod Trahan leveraged \$700 in savings into a successful fire-works stand on the Northern Cheyenne Reservation. Now he has put that entrepreneurial spirit to work in his new franchise ActionCOACH – Streamline Enterprises, based in Billings and serving Montana, Wyoming, northern Idaho, and North and South Dakota.

The company's first Native American-owned franchise, ActionCOACH – Streamline Enterprises offers individual and small group coaching and workshops to help business owners learn how to work ON their business instead of just IN their business, ultimately becoming more successful business owners. **The Montana Disadvantaged Business Enterprise Program will underwrite the cost for certified DBEs to participate in Rod's Action Club Group Coaching program.**

Action Club Group Coaching is a 13-week program that meets for three to four hours every two weeks. Rod leads business owners through a six-step approach to master greater success in business. Participants learn about the fundamentals of mission and vision and how they relate to the success of the business and the employee team. Owners also define their market niche, identify their most profitable customers, and learn where and how to focus their energy. Each session is loaded with tips and tricks for being a better business owner.

Rod said, "I expect people to come to the meetings prepared to participate. If you don't participate, you won't get anything out of it." While participants are expected to complete homework between meetings, the commitment is not overwhelming. "Over the 13 weeks, we read three books that are full of real-life business examples that people can apply to their own businesses. Some participants get so involved in the reading that they finish a book in an evening."

Each group includes eight to ten businesses with up to two people from each business. The Billings-area group is meeting in person, but Rod is also assembling groups that will meet by telephone and/or Internet for most sessions. Rod explained, "We will meet in person for the first session in order to get acquainted and for the final session in order to celebrate together. The idea is to build affinity to work together and help build one another's businesses."

Teri Noland, General Manager of Air Specialists, Inc., raves about Action Club Group Coaching. "It's the best training I've participated in since becoming a DBE contractor! It's been many years since my business classes, and Action Club is a good update for me. Sometimes you get so stuck in your usual way of doing things. Rod has introduced me to newer, faster methods and has made me more open-minded about how we do business. Everything we do has direct application to my business. It's fun, it's educational, and it has been very good for our business. Rod and Beca are great to work with. I would recommend Action Club to any business because of the benefits to self and to the bottom-line."

Rod earned his M.B.A. from the University of Montana and most recently worked as the Director of Planned Giving for the St. Labre Indian School. He is in the process of becoming certified as a Disadvantaged Business Enterprise. As a Northern Cheyenne Tribal member, Rod is passionate about his community and his family. From 8:30 – 9:00 each Friday morning, he hosts a live radio call-in show called *Business Boosters* on KBLG, which is also streamed over the Internet at [www.KBLG.com](http://www.KBLG.com).

Rod's younger sister Beca Howey works with him in his business. His wife Nicole is an elementary school principal in Sheridan, Wyoming. They have two boys, Hunter and Decker, ages 11 and 8, and recently adopted a baby girl, Sawyer, two-months old.

Rod can be reached at (406) 248-8001 or [rodtrahan@actioncoach.com](mailto:rodtrahan@actioncoach.com). To sign up for Action Club Group Coaching, contact Shannon Hahn at the DBE Program: (406) 444-7287.



### DBE CONFERENCE—SAVE THE DATE!!

Mark your calendar now for this great opportunity to learn how to grow your business with prime contractors and meet and network with other DBEs.

Date: October 21—22, 2008

Location: Livingston, MT

Theme: Learn How to Grow Your Business with Prime Contractors

Outcome: Meet the people you can do business with and hear what they need and want from subcontractors

Fun: Lots of door prizes (everyone wins!), treats for attending, and a pitchfork steak fondue on the riverbank

Fee: To be determined, but we'll keep it affordable. Travel costs for highway-related DBE firms will be reimbursed by the DBE program

More information coming soon. Watch your mail for a thick envelope!

# INROADS

## Bid and Contracting Opportunities

**MONTANA DEPARTMENT OF TRANSPORTATION**—Proposed for letting August 28,2008

UPN/UNIT	PROJECT ID	FINANCIAL DISTRICT	PROJECT DESIGNATION	TYPE OF CONSTRUCTION	LENGTH MILES
5182 000	NH 57-4(12)156	5	SLIDE—WEST OF MOSBY	ROADWAY & ROADSIDE SAFETY IMPROVEMENTS	.07
4498 000	STPU-CM-STPE 8117(3)	1	HIGGINS/HILL/BECKWITH—MISSOULA	TRAFFIC SIGNALS & LIGHTING	
6072 000	HSIP 212-1(8)0	1	SF069-SAFETY-N OF DIXON	ROADWAY & ROADSIDE SAFETY IMPROVEMENTS	
4713 001	HSIP 1201(11)	2	SIGNAL-19TH & KOCH-BOZEMAN	TRAFFIC SIGNALS & LIGHTING	
4706 000	HSIP 231-1(6)5	3	2000-SAFETY IMP-S OF JCT S-279	ROADWAY & ROADSIDE SAFETY IMPROVEMENTS	0.8
5024 000	HSIP 07611(2)	3	2001-TURN BAY-VAUGHN FRONT-AGE	ROADWAY & ROADSIDE SAFETY IMPROVEMENTS	0.9
4918 000	CM-STPU 1201 (9)	2	S 19TH & COLLEGE—BZMN	RECONSTRUCTION—WITH ADDED CAPACITY	
4952 000	MT-STPU-CM 1201(12)	2	BABCOCK TO KAGY-BOZEMAN	RECONSTRUCTION—WITH ADDED CAPACITY	1.4
4743 000	MT-CM-STPU (009)	5	BILLINGS AIRPORT ROAD	RECONSTRUCTION—WITH ADDED CAPACITY	3.7

### MONTANA DEPARTMENT OF TRANSPORTATION

Solicitation #	Description	Closing Date	Closing Time
308809	Evaluation of Organic Matter Compost Addition On Steep Cut Slopes	8/1/08	3:00 p.m.
308811	Impact of Canadian Economic Development on Northern Montana Highway	8/19/08	3:00 p.m.
308813	Ground Penetrating Radar Analysis	8/29/08	3:00 p.m.

### MONTANA DEPARTMENT OF ENVIRONMENTAL QUALITY

Solicitation #	Description	Closing Date	Closing Time
IFB 409001	Toston Smelter Site Reclamation Project	8/1/08	2:00 p.m.

### MONTANA STATE UNIVERSITY

Solicitation #	Description	Closing Date	Closing Time
RFP - 09-02	Energy Conservation Services	8/5/08	2:00 p.m.

### Web Site Quick Tip: Give it Away!

**F**REE! Got your attention, didn't I? Studies show that "FREE" has a psychological draw. So, use your website to give something away free. It could be a newsletter, a report, a coffee mug, a calendar...use your imagination. Then, be sure to use your "free" give-away to collect e-mail addresses so you can follow up with everyone with an update or some kind of contact every week, month, and year.

Tobe Johnson is a web consultant with Johnsons.Net in Helena. Visit his web site at:

<http://www.johnsons.net>



### Meetings, Workshops, and Training Opportunities

Aug. 8	<b>Web Design with Free Software</b> MSU-Great Falls College of Technology Downtown Training Center \$22—Contact : (406) 773-4303 or <a href="http://outreach.msuof.edu">http://outreach.msuof.edu</a>
Aug. 19	<b>OSHA Compliance and Workplace Safety</b> Quality Inn, Missoula, MT
Aug. 20	Colonial Red Lion, Helena, MT
Aug. 22	Billings Hotel, Billings, MT \$199—Contact: 1-800-258-7246
Aug. 25-26	<b>Mastering Microsoft Project</b> Homestead Quality Inn, Billings, MT
Aug. 27-28	Holiday Inn Express, Missoula, MT \$499—Contact: <a href="http://www.compumaster.net">www.compumaster.net</a>
Sept. 3	<b>Assistance to Business Clinic</b> Review of Employment and Tax Laws Butte Warbonnet Inn \$40—Contact: Butte Chamber of Commerce (406) 723-3177
Sept. 9-10	<b>Native American Procurement Conference</b> Meet one-on-one with federal, state, and corporate purchasers \$78; Hilton Garden Inn, Kalispell, MT Contact: Lou Thompson (406) 758-1360 or Shannon Whiteman(406) 758-1361
Sept. 8-11	<b>Int'l Transportation Construction Management Conference</b> Orlando, FL Registration fee varies Contact: Judy Yahooodik (617) 494-3534 or <a href="mailto:yahoodik@volpe.dot.gov">yahoodik@volpe.dot.gov</a>

### Welcome, Recently Certified DBEs!

<b>FREE RIVER RANCH</b>	<b>SRJ ARCHITECTURE, PLLC</b>	<b>V2 DESIGN, INC.</b>
Marianne Kaelberer PO Box 351 Reed Point, MT 59069 Phone: (406) 780-1829 Fax: (406) 326-2395 E-Mail: <a href="mailto:marianne23@hotmail.com">marianne23@hotmail.com</a>	Sharon Jackola 2454 Middle Road Columbia Falls, MT 59912 Phone: (406) 892-1565 E-Mail: <a href="mailto:sharonrj@centurytel.net">sharonrj@centurytel.net</a>	Vanessa VanBeusekom 809 E. Davis Street Bozeman, MT 59715 Phone: (406) 624-6627 E-Mail: <a href="mailto:vanessa@vtwodesign.com">vanessa@vtwodesign.com</a> Website: <a href="http://www.vtwodesign.com">http://www.vtwodesign.com</a>
Work Types: crushed rock/gravel/sand manufacturer; crushed rock/gravel/sand supplier; rock crushing (hwy/rd)	Work Types: highway-related architectural design (tech/prof)	Work Types: highway-related architectural design (tech/prof), sustainable architectural design

## Marketing Tip: Remind your customers that you're here

Beki Brandborg

**R**emind your existing customers you are out there..... still in business, doing good work, and available!

Think about how busy your customers are and all the competing messages they get daily. They need to be regularly reminded of your availability. Here are some quick ideas to help them think of you:

1. Send a short flyer or postcard announcing specials, or your hours, or a new feature or service.
2. Print a 1 or 2 page newsletter (even if it is only going to 25 or 50 people/businesses). It can have only a few points, perhaps a big project you just completed, an honor you received, a new service or product you are providing. Include some visual interest like a photo of your new location, or graph about the local economy, or some information relevant to their business or interests.
3. If you have had a favorable article about your business in the local newspaper (or an industry newsletter, Chamber of Commerce newsletter, etc.), send your customers a copy with a short note.
4. Whenever you complete continuing education, certification, or accreditation; receive an honor or award; or launch a new service or product, call your local radio station talk shows and ask about an on-the-air interview. Also, send a brief article to the business section of your local newspaper and industry newsletters (like this one!).
5. Take them a little something. At a holiday, on the anniversary of opening your

business, or some other significant date, take customers a bowl of candy, a plate of cookies/brownies, a potted flower, a pile of sticky note pads or pens with your name on them, or some other inexpensive gift.

I once saw a firm drop off, on a Friday early afternoon, big (but very inexpensive) plastic bowls containing several bags of tortilla chips, jars of salsa, napkins, and a thank you note, wrapped in colorful cellophane. It made a big impression. Make sure your business name and contact information are attached to the gift, and make sure the person who makes the decision about doing business with you is the recipient.

Lastly, make a plan. Put on a calendar, month-by-month, what you will do to keep your name and availability in front of your target audience.

*Beki Brandborg is a DBE in Helena who provides meeting facilitation for groups, businesses and government agencies. Her 15-year old business is called Building Better Workplaces and is reachable at [beki@initco.net](mailto:beki@initco.net) and 406-442-2265. In each DBE newsletter she gives us a quick marketing tip, and recommends a book that we can read (or sometimes listen to) that can help grow our business. This month's recommended book is *Guerilla Marketing*, by Jay Conrad Levinson (available at Amazon.com and your local book store).*

## Useful Resources

Governor's Indian Affairs Liaison: Jennifer Perez Cole, 406-444-3713, [jpc@mt.gov](mailto:jpc@mt.gov)  
 Governor's Office of Economic Development: 406-444-1366  
 Montana Indian Business Alliance: <http://www.mibaonline.org/SmallBusinessResources.html>  
 Southeastern Development Corporation: <http://www.semcd.org/>  
 Montana Cooperative Development Center: <http://www.mcdc.coop/>

### Contracting opportunities:

State of Montana: <http://www.mt.gov/doi/gsd/osbs/>  
 Montana General Services Division: [www.gsd.mt.gov](http://www.gsd.mt.gov)  
 City of Billings: [www.ci.billings.mt.us](http://www.ci.billings.mt.us)  
 Great Falls Tribune: [www.greatfallstribune.com](http://www.greatfallstribune.com)

Online representation and certifications applications: <http://orca.bpn.gov>

### Business topics/ Starting a business:

<http://humanresources.about.com>  
[www.business.com](http://www.business.com)  
<http://www.entrepreneur.com/bizstartups>  
 Small Business Administration: <http://www.sba.gov/>  
 Internal Revenue Service: [www.irs.gov/businesses/small](http://www.irs.gov/businesses/small)

### Business training:

Montana Business Connection: <http://www.mbc.umt.edu/calendar/default.asp>  
 Montana Small Business Development Center: <http://commerce.mt.gov/>  
 Indianpreneur and NxLevel training: Phil Belangie, Montana Department of Commerce, 406-721-3663, [pbelangie@mt.gov](mailto:pbelangie@mt.gov)

National Highway Specifications: <http://www.fhwa.dot.gov/construction/>

Online Courses: [www.elementK.com/corp/catalog.html](http://www.elementK.com/corp/catalog.html)

## What's New with You?

**I**nroads, the Montana DBE Newsletter, is your tool to gain new ideas, meet new people, network with other businesses, blow your own horn, and move your business down the road to success.

- ◆ Have you or an associate won an award or been promoted?
- ◆ Do you have an idea for an article, or would you like to have your firm profiled in the newsletter?
- ◆ Do you want to show off your good looks or your contracting handiwork?
- ◆ Do you want to hire an employee or buy/sell a business-related item?

Let us know what's new! Send questions, comments, ideas, photos, and want-ads to: [turnerandassocmt@aol.com](mailto:turnerandassocmt@aol.com) or call (406) 443-8096.

## MDT Civil Rights Bureau Directory

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Paving the Way for Montana's Disadvantaged Business Enterprises

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### In this issue...

People Worth Knowing.....	1
Save the Date! .....	1
Bid/Contracting Opportunities.....	2
Web Site Quick Tip.....	2
Meetings and Workshops.....	2
Recently Certified DBEs.....	2
Marketing Tip .....	3
What's New with You?.....	3
Useful Resources.....	3

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