



Manager's Memo

Hello!

We hope you enjoyed our first newsletter and found it informative. This is only the first step in building our new program designed to provide you a variety of information, access and assistance. To help us with this effort, we looked around the country at other successful state DOT programs. When visiting Arizona, we observed successful programs and met many successful DBEs. To help build our new program, we are pleased to share that we selected the team from The Idea Gardener LLC. They have been instrumental in developing and managing many of the successful Arizona efforts. Here is a little information about their team.

Tom Fulcher, Founder-The Idea Gardener LLC

Tom has over 25 years of business experience with Fortune 500 companies like Colgate-Palmolive and Heinz. He also has extensive experience managing and assisting small businesses.

He is a Certified Small Business Counselor and carries many other certifications. He served on the faculty of Arizona State University and is an active business lecturer and workshop leader. He has also worked successfully with DBE and small business programs in the transportation industry for the last eight years.

Michelle Fulcher, Founder-Organized Affair LLC

Michelle is a certified meeting and event professional and has managed a wide variety of meetings and events worldwide. She has served on boards and committees within industry organizations, on faculty at Arizona State University and was named Meeting Planner of the Year by Meeting Professionals International, Arizona Sunbelt chapter. Organized Affair LLC works as a sub-consultant to The Idea Gardener LLC and is a certified DBE.

Other Team Members

The team also includes graphic designers, digital marketing specialists, accounting/bookkeeping experts and other small business coaches. It also expects to expand its team with local small businesses from New Mexico.

In addition to helping us create our newsletter, they facilitated a recent min-summit on our program with DBEs, other small businesses, primes and agency personnel to discuss future NMDOT programs and services. Read more about it by [clicking here](#).

Next Month

More upcoming NMDOT STAR events.

- Renee Roybal, STAR Program Coordinator

Upcoming Events

September 6	Diversity Business Center 2018 Government Procurement Outlook & Exposition Summit Click Here for More Information
September 18	SCORE Ask the Expert: Q&A on Marketing Click Here for More Information
October 10	NMDOT STAR PROGRAM EVENT Reporting with B2GNOW and LCP Tracker Click here for more information and to register
November	NMDOT STAR PROGRAM EVENT Update on the New Federal Tax Law <i>More information coming soon!</i>

We want to hear from you!

Answer this month's question!

Business Buzz

Ten Little Things that Tell People You May Not Be A Professional

- 1.Missing signature – Your email platform allows you to build a signature that automatically inserts in your new and reply emails. Why aren't you using it?
- 2.Generic email domain – Email addresses ending @gmail, @yahoo, etc, suggest you are not a legitimate company. Your email address should be @yourcompanydomainhere - Your brand is worth the small expense!

- 3.Full voice mail – You take the time to promote your company and get someone to call you....and then your voicemail is full. It may happen once in a while, but it should not be a regular occurrence.
- 4.Appearance – It may be unfair, but people will judge you by your appearance. No matter your profession, dress appropriately to the occasion.
- 5.Facebook only – Facebook is not an appropriate website for a business, especially if mixed with personal postings. There may be exceptions to this, but generally speaking, having a website is your cost of admission to business.
- 6.Unclaimed local listings – Google, etc. all have local search results. Have you claimed yours? How do you expect people to find you?
- 7.Language – Call me old school, but using curse words does not make you cool or hip. It suggests that you favor drama over conversation and connection.
- 8.Punctuality – We all run in to traffic and get caught on phone calls. Strive to be on time for your meetings and events. It is simple courtesy to others.
- 9.Separation of Church and State – Try to avoid engaging in potentially inflammatory conversations in business locations/meetings (like religion, politics, etc). Saying your sports team is better is usually okay – LOL.
- 10.Answer like you mean it – Answer your phone courteously and professionally.

(Source: © The Idea Gardener LLC)



Industry News

Highway Freight Conditions and Performance Report to Congress

WASHINGTON – The Federal Highway Administration has released its “Highway Freight Conditions and Performance Report to Congress,” as required by the Fixing America’s Surface Transportation (FAST) Act. The report, the first ever issued by the FHWA on the National Highway Freight Network (NHFN), uses data from FHWA’s Freight Performance Measurement program to analyze the impacts of congestion and determine the operational capacity and efficiency of key freight routes throughout the U.S. The latest data show the National Highway System is handling a record amount of freight, with trucks moving nearly 60 percent of the nation’s total freight volume (representing 30 million tons), and close to 70 percent of total freight value (representing about \$34 billion), each year. The highway system remains the most-used mode of transport for freight by tonnage and value of goods moved.

[Read The Report>](#)

Additional Thoughts

CCRB is very excited about our new STAR Training Program and this newsletter for our DBEs. We are looking forward to providing training resources, educating our contractors, and providing networking opportunities and tools to sustain small businesses. I hope that the STAR program and this newsletter are found to be informative and useful, as it is our goal to assist our DBEs in participating as fully as they can in our construction program.

Thank you all for your participation in our DBE program.

Sally Reeves

State Construction Engineer

New Mexico Project Leads



Albuquerque Public
Schools
Landscape Architects



Los Alamos County
On Call - Electric Powerline
Tree Trimming



NEW MEXICO
GENERAL SERVICES DEPARTMENT

New Mexico General
Services Department
Wireless Data and Voice
Accessories



NEW MEXICO
GENERAL SERVICES DEPARTMENT

New Mexico General
Services Department
Cooke's Peak West Mine
Safeguard Project Phase III A

*Next Month: NMDOT STAR Announces New
Training Programs!*

[Civil Rights Bureau](#) | [Procurement Services](#) | [Prequalification Requirements](#) | [RFP Schedule](#) | [DBE Directory](#)

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