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Upcoming Meetings:

- **Wed. November 4th—Fri. November 6th, Small Business Conference**
- **Wed. November 18th**

Frequently Used Links:

- National website at www.same.org
- Post website at www.same-msp.org
- Listing of [Post Leaders](#)
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Next Meeting Presentation

Thursday, October 29, 2015

PANEL DISCUSSION: Small Businesses Panel

Strategies that DO and DON'T Work to Get Business from the Government

Annette Theroux, Pro-West & Associates, Inc., representing a small business
Bill Forsmark, Barr Engineering Company, representing a large business
Gwen Davis, US Army Corps of Engineers, Small Business Program
Randy Czaia, US Small Business Administration, MN District Office
George Costilla, Minnesota Department of Transportation (MNDOT)
Mark Cooper, Procurement Technical Assistance Center (PTAC)

Presentation Synopsis:

The October meeting will be a Small Business discussion addressing strategies that do and don't work to get business from the government from a panel of experts. The panel discussion will include the following as well as other topics posed by the audience and the panel:

- Strategies that work to get business from local, state, and federal government.
- Strategies that don't work.
- How do you go about meeting and building relationships with government agencies?
- Recent updates for small and large business requirements

A Message From Our President

Welcome readers to the SAME Minneapolis-St. Paul Post monthly newsletter. I hope you enjoy the content and like what we have coming up this month. SAME has a strong history of bringing public sector organizations and private sector consulting firms together in a friendly environment to network and share experiences/best practices. We need to engage each other with thoughtful discussion and build vital, sustainable relationships. Members are encouraged to submit articles for publication. If you have recent publications, please email [Ann Banitt](mailto:Ann.Banitt@usace.army.mil), SAME Education Chair, to help build our list for this calendar year's Education Streamer. This month we celebrate a new Federal Fiscal Year with renewed optimism for the challenges of the upcoming year. Also, for this month's meeting we focus our program on small businesses as we bring panelists together with diverse backgrounds and perspectives that will no doubt be insightful. I look forward to meeting you at our next meeting. Thank you for reading.

- Jon Gustafson, Post President

Meeting Location:

LOCATION CHANGE: Barr Engineering Company, 4700 West 77th Street, Minneapolis, MN

Agenda:

Social time and lunch (if you so desire) will be from 11:30 AM to 12:30 PM at Barr's 3rd Floor Conference Room G. A Mexican buffet meal at a cost of \$10 will be provided; those who partake in the lunch will pay SAME directly. Presentation will be from 12:30 PM to about 1:30 PM.

Please RSVP **no later than Monday, October 26th** with your intent to either partake in the lunch or to come for the presentation only; this will help to ensure that an adequate amount of food is prepared. Either leave a message with Michelle Larson at **651-290-5632**, click the RSVP button in the left-hand column of page 1, or send an email to Michelle.J.Larson@usace.army.mil Please also advise if you have any specific dietary concerns with your RSVP.

Highlights of the Previous Meeting

During our September monthly meeting, a technical presentation was given by Matt Reddington from HDR Engineering. Matt gave a great presentation on Super Storm Sandy's impact on the VA Medical Building and its campus in Manhattan New York, and the design considerations that were taken to build up the resiliency of the medical center. Matt defined "resiliency" as the ability for a system to survive a shock.

Matt explained that the source of flooding for the medical center was from the East River. Given Sandy's landfall coinciding with a full moon and high tide, the storm surge reached 11 feet above sea level, which exceeded the medical center's existing protection. Although not a complete list, damage to the VA medical center included sterile processing equipment, domestic water pumps, emergency generators, MRI equipment, normal power and emergency switch gear, clinic space and the chapel. The clinic was without power for 6 months following the storm.

Matt took on an integral role in making sure that the design provided a new resiliency to extreme storms or higher sea level impacts of climate change. HDR made sure that the criteria and operational components of the design were linked. Matt described interim flood protection measures taken to install Hesco baskets, followed by the design of an "L" flood wall system design that met the physical constraints and demands of the site with many utilities, the desire to maximize the useable space on the property and allow for various access points. HDR accommodated aesthetics that address the historic nature of the surrounding structures.

Matt shared some tools that helped to promote public awareness of their project, and building consensus for the direction of the new facility design. A Communication and risk document was prepared that helped document the decision process, communicate budget, guide the design team and helped to build early buy-in for the project. Powerpoint presentations were also used as a tool to heighten awareness and communicate risk. Some examples of slides that were helpful included a figure showing how fetch lengths were determined, a figure showing Stillwater, wave and wave run up elevations. Another slide showing pictures from the VA Medical building sites, and surveyed elevations was very helpful to drive home the risk and vulnerability at different locations around the VA Medical Complex. Matt did a great job communicating the sensitivity of the decisions made at this facility and other hospitals before, during and after Super Storm Sandy.



Thank you!



Thank you again to **Ed Swain**, research scientist at the Minnesota Pollution Control Agency and adjunct professor in the Department of Fisheries, Wildlife, and Conservation Biology at University of Minnesota for being the presenter for SAME's June monthly meeting! Ed is pictured with Chris Erickson.

September Lunch Winners

... And the winners are:

Gary R. Johnson, P.E., Anderson Engineering
David Anderson, Anderson Engineering



Small Business Panel Speaker Bios

Annette Theroux, as President of Pro-West, is responsible for developing and implementing business strategies and policies for PWA. Ms. Theroux facilitates project initiation and progress meetings with project stakeholders. She is also responsible for addressing daily questions and concerns, project reports, ensuring resource allocation, assuring budget and schedule control, and working with team members to ensure contract compliance with all deliverables. Ms. Theroux works with federal, state, local and tribal government clients to understand their business activities, workflows, and needs; determine how GIS technology can help meet those needs and formulate and implement cost-effective GIS-based solutions. Contact Annette at (218)547-3374 or atheroux@prowestgis.com

Bill Forsmark, PE, is a Vice President and Director of Business Development for Barr Engineering. He grew up in Bloomington, Minnesota, graduated from the University of Minnesota, and has worked at Barr his entire professional career. Bill was Barr's Small Business Liaison Officer from 1998 to 2012. He has been Principal in Charge for various Federal, State and private sector projects, and has experience with small business outreach and engaging small business partners in projects with a focus on helping identify long term small business relationships. Contact Bill at (952)832-2843 or wforsmark@barr.com

Gwen Davis is the Small Business Program contact for the St. Paul District Corps of Engineers and is a contract officer and supervisory lead for supplies and services. Previously she was the contracting officer for the Department of Veterans Affairs and contract administrator for the Defense Contract Management Agency. Gwen started working in contracting while on active duty in the US Air Force at Minot AFB and then in civil service as a contract specialist and procurement analyst at Little Rock AFB. After leaving Little Rock she worked for 2 small businesses, a tool and die manufacturer and a commercial well drilling/geology services company, as an HR specialist and in accounting. Contact Gwen at (651)290-5723 or gwendolyn.k.davis@usace.army.mil

Randy Czaia is the Supervisory Business Opportunity Specialist for the 8(a) Business Development Program at the Minnesota District SBA office. Prior to joining the SBA as a contracting officer for the 8(a) Business Development Program in 1997, Randy worked in procurement for 15 years with the DoD. He spent 6 years with the U.S. Army Tank Automotive Command in Warren, MI and 9 years at the Air Force Research Lab in Albuquerque, N.M. Randy has experience as a contract cost/price analyst, a procurement analyst, and as a contracting officer. He is also the Chair of the Federal Executive Board of Minnesota's Small and Disadvantaged Business Opportunity Council. Contact Randy at (612) 370-2314 or randall.czaia@sba.gov

George Costilla is the Business Development Advisor at MnDOT Office of Civil Rights. His prior experience includes being a Vietnam Veteran with the US Marine Corps, a Federal Construction Inspector/Project Manager for Lackland Air Force Base, and 20 plus years construction industry experience as a previous owner of a small construction company. He has degrees in Civil Engineering from the UM and a BA in Accounting and Finance from the Academy of Accountancy. Contact George at (651)366-3332 or george.costilla@state.mn.us

Mark Cooper brings more than 25 years of corporate experience in contract administration and procurement to his position at MN Procurement Technical Assistance Center (MNPTAC). In addition to prior supplier and diversity program responsibilities at Donaldson Companies and Lawson Software, Mark founded his own consulting firm to develop minority business initiatives. In 1992, Mark was named MMSDC Minority Business Advocate of the year and in April 2012 Mark was named the Minnesota Veteran Small Business Champion of the Year for the U.S. SBA Minnesota District Office. Mark volunteers as the veteran expert within the PTAC team at MEDA, providing Veterans updates, assisting with registrations, verifications and continually monitors the changes to the Veteran First Program. Contact Mark at (612) 259-6578 or mcooper@mnptac.org

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