



DTP NEWSLETTER



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Client Interface: Make It Personal, But Based on the Contract

By George Morschauser
DTP Project Director

From a business standpoint, nothing is more significant than an organizations ability to effectively interact with its client. The way you interact with your clients determines how they perceive your company and also their desire to work with you again in the future. The Dulles Corridor Metrorail Project is one with many stakeholders and establishing the “ground rules” early on is one way to ensure that the relationship and communication DTP has with its client is positive, effective and ongoing. Meeting client expectations and goals in a timely fashion is a high priority with DTP as should be the case with all businesses regardless of industry. Here are some key points that are essential when it comes to client interfaces.

Getting to Know Your Client

Clearly identify who your client is: Are they in the public or private sector? How does their organization work? Who is the decision maker within their organization? It is a great idea to establish early on, what the structure of the particular project will be so that all parties are clear and able to easily identify what their stake is as well as what the project goals are.

Enhancing the Relationship

Enhancing your relationship with your client is another key part of the process. Making it personal, but establishing

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www.dullestransitpartners.com

Main number: (703) 852-5900

Project Website (MWAA): www.dullesmetro.com
(703) 572-0500

Bid Opportunities:

www.dullestransitpartners.com/pages/bidopportunities

Project Update

Anyone who comes to Tysons Corner can see significant progress in the early stages of construction on the Dulles Corridor Metrorail Project. We are now working along the project’s alignment, which begins at the I-66/Dulles Connector Road split, then turns on to Routes 123 and 7, and follows the Dulles Toll Road just past Wiehle Avenue. We urge all drivers to stay alert when traveling around these work areas, so we all get home safely every day. For more information on the Project, please visit our website at www.dullesmetro.com or call 703-572-0500.

boundaries is a necessity; let the client know exactly what the job entails, how you intend to perform the work per the contract and how you expect to make a fair profit.

Partnering with your client on a formal basis establishes common goals and objectives and allows issues to be resolved at the lowest level and on a timely basis. Create trust by keeping commitments and meeting promised schedules for deliverables.

Set Expectations

Define and reach a mutual understanding on the scope of work. Most importantly, know your contract—what services you are providing and under what terms such as cost reimbursable, lump sum incentives, etc.

Agree on a performance schedule and a means to monitor and report your progress to the client. Follow your contract on changes, claims, payment and notification.

Communication

When disagreements arise—which will inevitably happen—stick to the contract. Establish an informal communication process so that both you and your client are aware of how project-related changes, updates and other information will be relayed. Follow up verbal conversation with written communication to confirm decisions or establish notice. You should always follow up in writing. Always remember: question, question, question; clarify, clarify, clarify; confirm, confirm, confirm!

Changes

Anticipate change and manage it. Do not delay action due to reports—or rumors—of pending changes. Do not proceed with changes without the proper authorization in place.

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Performance

With engineering/construction-related projects such as the Metrorail project, performance is a vital part of project success. Remember hard work is no substitute for a brilliant solution.

Discussing a problem at length is not an acceptable substitute for actively doing something about it.

Of course there will always be instances of unexpected and usual occurrences. However, with a proper plan in place, clear goals and objectives, and effective communication you can be prepared for the unexpected.

The Customer Knows Best

Thanks to the Internet, companies can easily find out what consumers think. They just ask.

*By: Kelly Spors Wall Street Journal;
Published August 13, 2009*

For small businesses looking for advice, the Internet provides an ideal consultant: the consumer.

All sorts of start-ups and small companies are using the Internet to involve customers in decisions on everything from what to sell, how products look and work, how much they cost, and even how the company operates, like what hours a store should be open or how its floor space should be laid out.

For business owners who are short on cash and have little margin for error, there are two big advantages to using consumers as advisers: They're cheaper than the professional consultants that bigger companies routinely employ. And the end result is likely to appeal to customers because they were involved in creating it, says Ken Zolot, a senior fellow at the Ewing Marion Kauffman Foundation, a Kansas City, Mo., nonprofit that promotes entrepreneurship.

"Your customers might be better at designing your product than your elite team of product designers, who might be hiding in an ivory tower somewhere," says Mr. Zolot. Consumers often will provide input out of sheer passion or in return for the chance to win cash prizes or other incentives, he adds.

Tapping Passions

Some companies survey consumers informally, just throwing out questions or ideas to followers on Twitter. Others use blogs or set up online communities where they ask customers to brainstorm or rate ideas.

Local Motors Inc. of Wareham, Mass., a small-scale auto maker started last year, lets anyone upload design ideas onto its Web site. The site occasionally hosts competitions for cash prizes of up to \$10,000 in which registered members—who include trained design engineers and transportation experts—vote on the designs they like best or other decisions related to building the autos and how the company operates. The winning ideas are then incorporated in the cars the company builds. Members remain involved after the competitions, offering criticism and suggestions throughout the cars' development.

Others have gotten consumers even more involved. Linda Welch, a Washington, D.C., serial entrepreneur, decided in mid-2007 to seek input from potential customers for a vegetarian and vegan restaurant she was planning.

She set up an online forum that invited members to help decide what the restaurant would be called, what its logo would look like, when it would be open, what would be on the menu, and what the place would look like, "down to the size and shape of the tables," she says.

Members voted on various aspects of the restaurant, and Ms. Welch hosted monthly meetings where forum members could have face-to-face discussions.

"I was blown away by how smoothly it all went, because they were all so passionate about seeing this restaurant become reality," says Ms. Welch. "Everybody sort of came in with their own expertise or interest."

The project is on hold until she can raise the \$800,000 or so in start-up cash she needs.

Several companies have sprung up to help businesses interact with customers. UserVoice Inc., based in San Francisco, sets up forums on clients' Web sites where customers can contribute and vote on ideas. More than half of UserVoice's 16,500 members are start-ups, says co-founder Marcus Nelson. One computer-storage-device start-up, for instance, recently used UserVoice. Hundreds of people voted on ideas to make the product work with wireless networks, among other things.

Striking a Balance

This approach can have drawbacks, entrepreneurship experts say. There's the risk that the crowd that provides input isn't representative of the people who might buy the product later on. And innovation may suffer.

Erik Noyes, an entrepreneurship professor at Babson College in Wellesley, Mass., who studies the effects of social networking, says studies have shown that too much democratization of innovation tends to discourage groundbreaking ideas in favor of middle-of-the-road approaches. "There's a lot of research to show that the reason that people don't innovate is because they follow their customer group to the bottom of the ocean."

Entrepreneurs need to know when to follow their own vision and intuition and when to rely on crowd feedback, Mr. Noyes says. John Rogers Jr., who started Local Motors, has tried to strike that balance.

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He says companies that solicit public input have to respect it and make it clear how that input is being used, so that people feel appreciated. That involves resisting “that incessant pull to just make the decision in-house,” he says.

But he also has been diligent about building a community of people who can make valuable contributions to Local Motors’ car designs, by marketing his site on other sites that attract design enthusiasts and experts. He also relies on the 10-

employee company’s design experts and paid consultants to implement customers’ ideas in practical, cost-effective ways, and he still sometimes makes executive decisions, like building the company’s first car for consumers in the Southwest because of the market potential there.

Companies also need to consider that outside contributors might seek compensation if their ideas are adopted. Local Motors, for instance, requires members of its online community to sign off on a lengthy legal agreement to avoid such conflicts.

Featured Minority Business Agency

DC Minority Business Enterprise Center (MBEC)



Washington, DC Minority Business Enterprise Center (DCMBEC) is a business consulting development division of the National Community Reinvestment Coalition (NCRC) located in the Nation’s Capitol. NCRC/MBEC committed to increasing economic parity in performance between minority and non-minority companies. NCRC/MBEC works with clients to improve their performance and profitability. The premiere business development agency of its kind in the Washington region, NCRC/MBEC is committed to its core philosophy of economic parity in performance between minority and non-minority companies. NCRC/MBEC utilizes strategic partnerships and the diverse business and professional backgrounds of its principals to improve minority-owned companies’ performance and profitability.

NCRC/MBEC is funded by the U.S. Department of Commerce, Minority Business Development Agency’s (MBDA) to provide management and business consulting assistance to MBE’s throughout the “National Capital Region”. NCRC/MBEC is partnered with the District of Columbia, Department of Employment Services (DOES).

NCRC/MBEC Services:

1. Providing access to capital

- Funding Needs Assessment
- Financial Restructuring
- Loan Packaging
- Facilitate Equity Investing
- Bonding
- Venture Capital

2. Providing access to markets

- Contract Capacity Assessment
- Marketing Assessment
- Access to Procurement Opportunities (Public & Private Sector)

3. Increasing organizational efficiencies

- Growth Strategy
- Business Strategy
- Business Plan Development
- Marketing Strategy
- Marketing Plan Development

MBEC Contact Information

DC Minority Business Enterprise Center

www.dcmbec.org

Tel: 202.671.1552

Email: info@dcmbec.org

UPCOMING OUTREACH EVENTS

Virginia MEGAPROJECTS
Business and Support Services (BASS)
Outreach Events
 Alexandria, VA

Mega Issues for Haulers
 August 26th, 2009 5:00 - 7:00 pm

The Three Legged Stool- What It Takes to Be a Successful and Profitable Trade Subcontractor
 Operations/Business Development/Back Office Management
 September 23, 2009 3:00 - 6:00 pm

Operations- What You Need to Know to Succeed in the Construction Industry
 October 28, 2009 3:00-5:00 pm

Business Development
 November 18, 2009 3:00-5:00 pm

Contact Jennifer Mingo at (571) 483-2648 for more information.



Transportation Career Fair for High School Students
 Manassas, VA
 October 8, 2009
 Contact Jennifer Mingo at
 571-483-2648 for more information.



Annual Legislative Conference
 September 23-26, 2009
 Washington, DC
[Click here](#) for more information.



Minority Business Development Week
 Washington, DC
 August 26-28, 2009 Omni Shoreham Hotel
[Click here](#) for more information.



19th Annual Business Opportunity Seminar (BOS)
 Washington, DC
 November 13, 2009 9:00 am-5:30 pm
[Click here](#) for more information.

Meet DTP's DBE FIRMS

The following firms are currently under contact at DTP

	DBE Firm	Work Description	ST	Point of Contact	Phone #	Email
1	AA Group	Site Preparation	VA	Konplay Chanthamixay	703-594-2677	
2	AB Consultants	Landscape Design	MD	Amrish Patel	301-470-2476	AMRISH.PATEL@ABCONSULTANTSINC.COM
3	AC & DC Power Technologies	Furnish and Install UPS and Batteries	GA	Marlene McCartha	678-817-7996	MCCARTHAI@EARTHLINK.NET
4	ADA Trucking	Trucking and Hauling	VA	Alexander Sandoval	703-296-7138	SALEXANDER@ADATRUCKING.COM
5	AM-1 Trucking, LLC.	Trucking and Hauling	VA	Alfred Medina	703-898-5911	RAWKEY00@GMAIL.COM
6	Amelie Construction and Supply Company	Structural Steel, Poured Concrete Structure Construction	PA	Danielle Proctor	724-352-4700	DPROCTOR@AMELIECONSTRUCTION.COM
7	Andy & Eddie Trucking, Inc.	Trucking and Hauling	VA	Eduardo Estrada	703-856-7837	EDUCLA03@HOTMAIL.COM
8	Athavale, Lystad & Associates, Inc..	Staff Augmentation	VA	Tewolde Iyob	703-893-3104	TIYOB@ALAENGR.COM
9	Baistar Mechanical	Plumbing, Heating and Air Conditioning	VA	H. K. Jun	703-941-9582	HK@BAISTAR.COM
10	Barbee Curran Elevator Company	Elevators and Escalators	MD	Maureen Barbee	301-468-0470	MOBARBEE@AOL.COM
11	BASNIGHT HAULING	Trucking and Hauling	VA	Ted Basnight	757-963-6365	DOREENRAYMOND@MSN.COM
12	Blaize Events & Planning	Marketing Consultants	VA	Vivian E. Blaize	757-473-0456	VIVIAN@BLAIZEEVENTSANDMEDIA.COM
13	Century Fence Construction, LLC	Temporary Fencing	MD	Bridget Burns	301-599-2073	CENTURYFENCE@CENTURYFENCE.NET
14	Cheshil Consultants, Inc.	Staff Augmentation	VA	Chet Bhimani	703-569-8763	CVBHIMANI@CCIONE.COM
15	Cottoms Trucking, INC.	Trucking and Hauling	VA	Herbert Cottoms	540-659-4543	REVCOTT@VERIZON.NET
16	Councill Computer Products Inc	Office Supplies	MD	Marianne Councill	301-220-0417	MCOUNCELL@COUNCELL.COM
17	CTI/DC	Ready Mix Concrete	DC	Darryl Stuckey	202-863-0904	DSTUCKEY@CTI-DC.COM
18	Del Cid General Contractors, Inc.	Painting	VA	Nelson Del Cid	703-329-8481	DELCIDCONTRACTORS@YAHOO.COM
19	Devcon Contracting, Inc.	Trucking and Hauling	VA	Derek Francis	804-400-6635	LETSHAULIT@AOL.COM
20	District Safety, Inc.	Safety Products	VA	Joseph S. Williams	703-802-8226	CUSTSERV@DISTRICTSAFETY.COM
21	Diversity Enterprises, L.L.C.	Trucking and Hauling	VA	Joseph Welch	703-491-3480	JANETP@VERIZON.NET
22	Domingo Gonzales Associates, INC	Architectural Lighting Consultant	NY	Elizabeth Marin	212-608-4800	ADMIN@DGalight.com
23	E. Ann Jackson	Jacking and Boring	VA	Joyce Worley	804-265-5633	EANNJACKSONINC@YAHOO.COM
24	EMC2, INC	Support of Excavation Design	MD	Surinder Singh	301-424-8696	SURINDER@EMC2ENGINEERS.COM
25	EPCM, Inc	General Contract, Design, Engineering	VA	Bhupinder Sohi	703-503-0900	ECPMINC@ECPM-INC.COM
26	Esteban A & Company	Reproduction and Printing Services	VA	A. Chris Esteban	703-532-6090	CESTEBAN@ESTEBAN.COM
27	Executive Personnel Services, Inc.	Personnel/Construction Labor	DC	Gerald Shealey	202-772-4278	PERSONNEL@EPSISTAFFING.COM
28	Fairchild Trucking	Trucking and Hauling	VA	Layton Fairchild	540-582-5374	DMAMAJANE@AOL.COM
29	G&C Equipment	Small Tool and Supply	CA	Gene Hale	310-515-6715	GENE@GANDCCORP.COM
30	Goel Construction Services, Inc.	Site Demolition	DC	Piyush J. Goel	202-457-0111	PJ-GOEL@GOELCONSTRUCTION.COM
31	Greg Greenhow	Trucking and Hauling	VA	Greg Greenhow	703) 404-3688	THEGREENHOWFAMILY@HOTMAIL.COM
32	HSA, Inc.	Geological Engineering Services	DC	Harish Senapathy	202-269-6110	HARISH.SENAPATHY@HSAINC.BIZ

	DBE Firm	Work Description	ST	Point of Contact	Phone #	Email
33	International Resources Group	Land Surveying	VA	Chris Allison	703-239-2658	CVAB98@LINKABIT.COM ARISPE@YAHOO.COM
34	Jaime R. Arispe	Trucking and Hauling	VA	Jaime Arispe	703-606-9069	
35	JD Littlejohn	Trucking and Hauling	VA	James Littejohn	703-492-2700	JDLITTLEJOHNINC@YAHOO.COM
36	KC Engineering	Staff Augmentation	IA	Kent Claus	712-252-2100	KENT@KCENGINEER.COM
37	Keys Material & Utilities	Utility System Construction	MD	Jerrie Ann Keys	301-854-5283	KEYSINC@COMCAST.NET
38	LL&G Lawncare	Clearing and Grubbing	VA	Lawrence Easley	434-476-1316	LLANDGLAWNCARE@HOTMAIL.COM
39	M & S Fabricators, Inc.	Structural Steel	VA	Renata Allbeck	434-369-1170	MANDSFAB@AOL.COM
40	MA Engineering Consulting	Environmental Consulting Services	NC	Arvin Maniktala	919-297-0220	MAEC@MAEC.COM SUS@MAISONCULINAIRE.COM
41	Maison Culinare, Inc.	Catering Services	VA	Sus Grondin-Butler	571-203-0111	
42	Matthews Group, Inc.	Grading And Site Preparation	VA	Rusty Cook	800-610-9005	TMATTHEWS@TMGWORLD.NET
43	MCV Associates	Transportation Consultants	VA	Joe Mehra	703-914-4850	MCV@MCVAINC.COM
44	Melvin & Son Trucking, Inc.	Trucking and Hauling	VA	Melvin	703-444-3077	PORTILLOFAMILY@YAHOO.COM
45	Mid-Atlantic Security Agency	Security Guard Services at Laydown #6	DC	Larry Davidson	443-277-7920	MIDATLANTICSECURITY@COMCAST.NET
46	Moore, William G & Son	Dunnage	NJ	Audrey Troise	732-303-6049	WGMORELBR@AOL.COM
47	Morcom International Inc.	Electrical Contractors	VA	Manuel Ojeda	703-263-9305	EWRIGHT@MORCOM.NET
48	Morgan Oil Corporation	Fuel	VA	Mary C. Morgan	540-364-1591	MORGANOILCORP@HOTMAIL.COM
49	Nationwide Electrical Services	Electrical Contractors	DC	John Young	202-636-3800	JYOUNG@N-E-S.NET
50	NIS Corporation	Engineering Consultants	VA	Kingsley Obaji	703-435-3330	KOBAJI@NISSOLUTIONS.COM
51	NXL	Construction Management	VA	Nico De Leon	804-664-4600	NICO@NXL.COM SALES@OLDDOMINIONELECTRICALSUPPLY.COM
52	Old Dominion Electric	Electrical Supply	VA	Harold Parker	804-344-5440	
53	P.J. Cassanave Land Clearing Company	Site Preparation/Clearing and Grubbing	VA	Jean Casanave	804-785-2392	JCASANAVE@SITECLEARING.COM
54	Pessoa	Utilities and Concrete	MD	Julio Pessoa	301-322-5190	MIKE@PESSOACON.COM
55	Portico Realty Services	Building Construction	VA	Brenda Frank	571-323-5200	BFRANK@PORTICO-REALTY.COM
56	Precision Communication & Technology	Telephone Equipment	VA	Perry L. Gaskins	571-237-9570	GASKINSP@PRECISIONCT.COM
57	Premier Reprographics	Reproduction and Printing Services	VA	Vickie Banks	703-370-6612	VICKIE@PREMIERREPRO.COM
58	Prime 1 One Inc	Janitorial Services	VA	Johnny L. Smith	703-221-8919	PRES@PRIMEONEPOWER.COM
59	Prince Construction	Building Construction Equipment	DC	Alberto Gomez	202-889-5050	ALBERTO.GOMEZ@PRINCECONSTRUCTION.COM
60	Quantum Dynamics, Inc	General Contract, Design, Engineering	VA	Audrey Price	703-356-5240	APRICE@ODYNCORP.COM
61	RECON2, LLC	Office Furniture	VA	Sam Reid	703-459-6475	RECON2@COX.NET
62	Roadside Inc.	Mowing Services	VA	Bonnie Dean	757-898-6151	ROADSIDE2@COX.NET
63	Rojas Largo Trucking Inc.	Trucking and Hauling	VA	Janet Rojas	703-675-1787	RLTINC@COMCAST.NET
64	Sabra Wang & Associates Inc	Civil Engineering Consultants	MD	David Wang	410-737-6564	DWANG@SABRA-WANG.COM
65	Sidhu & Associates	Engineering Services	MD	Devindar Sidhu	410-329-1115	SIDHU@SIDHUAL.COM
66	Tobar Construction	Poured Concrete Foundation and Structure	MD	Emilio Calderon	301-595-2042	CONCRETE@TOBARCONSTRUCTION.COM
67	TRS Consultants	Payroll Services	CA	Ranjit Chakravorti	925-275-9870	RANJITC@TRSCONCULTANTS.COM
68	Universal Adaptive Consulting Services	Computer Services	VA	Colleen Payne	804-288-8270	COLLEEN@UACSI.COM
69	U.S International Marketing, Inc.	Computer Services	VA	Sonal Dharia	703-222-0894	SONAL@USIMKT.COM
70	Valley Business Forms	DTP Orientation and Outreach Handouts	VA	Marcia Wills	540-967-3962	VAFORMSLADY@AOL.COM
71	Valley Green Landscaping	Landscaping	VA	Cheryl Sheppard	703-820-5030	VALLEYGREENLANDSCAPING@COX.NET

	DBE Firm	Work Description	ST	Point of Contact	Phone #	Email
72	Veteran Steel Solutions	Reinforced Steel, Welding	VA	Yaw Acheampong	301-503-9090	ACHEAMPONG@VET-STEELPROD.COM
73	WD Trucking, LLC.	Trucking and Hauling	VA	Bill Washington	540-903-6776	WASHINGTON1216@AOL.COM
74	Wings Enterprises	Reinforced Steel	DC	Jean Wanner	202-636-0047	WINGSENTPR@AOL.COM

Frequently Asked Questions

Q: How can I do business on the Dulles Corridor Metrorail Project?

A: *Visit our website at www.dullestransitpartners.com and review the bid opportunities section. This list is updated every two weeks with upcoming packages and deadlines.*

Q: When is the Dulles Corridor Metrorail Project starting Construction?

A: *Construction of Phase 1 began in March 2009, and is scheduled to be completed in mid-2013.*

Questions or comments, please write to dbeprogram@DullesTransitPartners.com