

North Dakota Department of Transportation

DBE NEWSLETTER

— For the August 15, 2025, Bid Letting —

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Advertisements

Newsletter advertisements are due to the Civil Rights Office 15 business days prior to each bid opening by noon CDT:

- Thursday, September 25, 2025 (for October 10, 2025)

Submit the required information online at:

<https://apps.nd.gov/dot/cr/csi/login.htm>

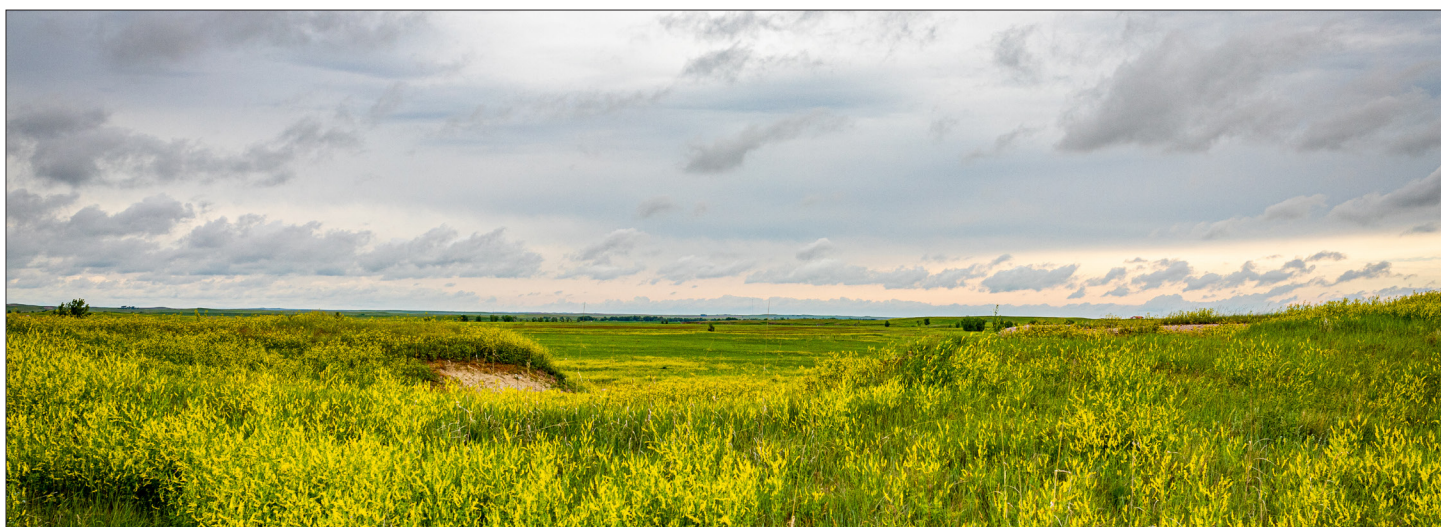
The North Dakota Department of Transportation (NDDOT) will consider every request for reasonable accommodation to provide:

- An accessible meeting facility or other accommodation for people with disabilities.
- Language interpretation for people with limited English proficiency (LEP)
- Translations of written material necessary to access NDDOT programs and information.

To request accommodations, contact Heather Christianson, Civil Rights Division, NDDOT at 701-328-2978 or civilrights@nd.gov TTY users may use Relay North Dakota at 711 or 1-800-366-6888.

Upcoming Bid Letting Meeting

- The Bid Letting Industry Update has been cancelled for this letting.



Overcoming Anxiety in Uncertain Times:

HOW TO REMAIN RESILIENT & COME OUT ON TOP



In today's rapidly changing business landscape, uncertainty has become a constant challenge. For Disadvantaged Business Enterprise (DBE) small business owners, this uncertainty can be especially overwhelming. From economic downturns and fluctuating government contracts to supply chain disruptions and shifting regulations, the pressure can cause significant anxiety. However, there are strategies that DBE business owners can implement to navigate these challenges with confidence. By focusing on resilience, financial planning, mental wellness, and strategic growth, DBE entrepreneurs can not only survive but thrive in uncertain times.

Understanding the Source of Anxiety

Anxiety in business often stems from the fear of the unknown. Concerns about maintaining steady revenue, securing contracts, meeting payroll, and adapting to changing market conditions are common. DBE businesses may face additional pressures such as limited access to capital, increased competition for government contracts, and systemic barriers that make it difficult to grow. Recognizing these challenges is the first step toward finding solutions and regaining control.

Building a Resilient Mindset

Resilience is the ability to adapt and bounce back from adversity. For DBE small business owners, resilience starts with shifting perspectives. Instead of seeing uncertainty as a threat, view it as an opportunity to innovate and differentiate your business. Here are a few ways to build resilience:

- **Stay Informed and Adaptable:** Regularly research industry trends, policy changes, and economic forecasts to anticipate challenges and opportunities.
- **Develop a Problem-Solving Mindset:** When facing obstacles, focus on solutions rather than dwelling on setbacks.
- **Surround Yourself with Support:** Engage with business mentors, industry groups, and fellow entrepreneurs who can provide guidance and encouragement.
- **Embrace Change:** The ability to pivot and adjust business strategies is key to long-term success.



Strengthening Financial Stability

Financial uncertainty is a major contributor to anxiety among small business owners. Strengthening financial stability can provide a greater sense of control and reduce stress. Consider the following steps:

- **Diversify Revenue Streams:** If your business relies heavily on government contracts, explore opportunities in the private sector or expand service offerings.
- **Maintain Cash Reserves:** Set aside emergency funds to cover unexpected expenses or slow periods.
- **Optimize Cash Flow:** Streamline invoicing and payment processes to ensure steady cash flow and avoid financial strain.
- **Explore Funding Options:** Investigate grants, low-interest loans, or alternative financing options tailored for DBEs.
- **Work with a Financial Advisor:** A professional can help create a long-term financial strategy that supports stability and growth.

Prioritizing Mental Wellness

The pressures of entrepreneurship can take a toll on mental health. Managing stress and maintaining emotional well-being are essential for business success. Here's how DBE business owners can prioritize mental wellness:

- **Practice Stress Management Techniques:** Meditation, exercise, deep breathing, and journaling can help reduce stress and improve focus.
- **Set Realistic Goals:** Breaking large objectives into manageable steps can make challenges feel less overwhelming.
- **Take Breaks and Set Boundaries:** Avoid burnout by establishing clear work-life boundaries and making time for personal interests.
- **Seek Professional Help When Needed:** Speaking with a therapist or counselor can provide valuable coping strategies for dealing with anxiety.

Leveraging Business Resources and Networks

One of the advantages of being a DBE is access to specialized resources, programs, and networks designed to support growth and stability. Taking advantage of these opportunities can ease the burden of uncertainty:

- **Government and Nonprofit Support:** Many local, state, and federal programs offer training, financial assistance, and technical support for DBEs.
- **Industry Associations and Chambers of Commerce:** Networking with other small business owners can provide mentorship, collaboration, and business opportunities.
- **APEX Accelerators:** These centers help small businesses navigate government contracting and expand their market reach.
- **Small Business Development Centers (SBDCs):** SBDCs offer free or low-cost business consulting services, financial planning, and marketing support.



Developing a Strategic Growth Plan

Even in uncertain times, DBE business owners can position themselves for long-term success by developing a strategic growth plan. This involves:

- **Setting Clear Business Goals:** Define short- and long-term objectives based on realistic market analysis.
- **Enhancing Digital Presence:** A strong online presence through social media, SEO, and e-commerce platforms can expand customer reach.
- **Investing in Professional Development:** Continuous learning through workshops, certifications, and training programs can enhance skills and business acumen.
- **Building Strong Relationships:** Developing solid relationships with clients, suppliers, and strategic partners can create stability and new business opportunities.

While uncertainty is an inevitable part of business, it does not have to define the success of DBE small business owners. By fostering resilience, strengthening financial stability, prioritizing mental wellness, leveraging resources, and focusing on strategic growth, DBE entrepreneurs can overcome anxiety and thrive in challenging times. The key is to remain proactive, adaptable, and committed to long-term success. With the right mindset and strategies in place, even the most uncertain times can lead to new opportunities and growth.

Upcoming Events/Training

**Aug.
12**

Mentor Protégé & Empower to Grow Programs

Webinar

Tuesday, August 12, 2025 | 1:00 P.M. CT | Cost: Free

[Learn More >](#)

**Aug.
14**

Maximizing Operational Efficiency Through Idle Time Management with Geotab

Webinar

Thursday, August 14, 2025 | 1:00 P.M. CT | Cost: Free

[Learn More >](#)

**Aug.
26**

Deep Dive into Entity-Owned 8(a) and HubZone Applications

Webinar

Tuesday, August 26, 2025 | 1:00 P.M. CT | Cost: Free

[Learn More >](#)

**Sept.
10**

Grow Your Contractor Business with Modern Mobile Technology Strategies and Tools

Webinar

Wednesday, September 10, 2025 | 1:00 P.M. CT | Cost: Free

[Learn More >](#)

Welcome New DBEs

Ciscon Group Inc

PROFESSIONAL SERVICES: Specialty - construction estimation services, quantity surveyor services

jshah@cisconinc.com | 312-925-8005

<http://www.cisconinc.com>

Young Gun Construction, LLC

SUBCONTRACTOR: specializing in GPS required reclamation, re-stabilization, structure replacement, grading, construction, and road construction/reconstruction.

younggunconstructionllc@gmail.com | 425-283-2805

Chaves Brothers Management LLC

BROKER: various equipment, vehicles, trailers, tools, etc.

CBM has partnered with many manufacturers to become a dealer to their products.

sales@govprocurement.net | 973-224-9955

<http://www.govprocurement.net>

Developing a Customer-Centric Marketing Strategy

In today's competitive market, standing out from the crowd to attract and retain customers with your products can be tough. Adopting a customer-centric marketing strategy can help differentiate your company from others that provide similar offerings by focusing not only on the products you provide, but on the people you provide those products to. This shift in focus can help your business attract new customers and retain those it already has, improving brand loyalty and boosting your bottom line. This article will explore the key elements of a customer-centric marketing strategy and offer a few practical tips that can help small businesses thrive in an ever-evolving marketplace.



What is Customer-Centric Marketing?

Traditional marketing strategies focus primarily on the products a company provides. A company that relies on traditional marketing creates advertisements that emphasize the impressive features of their products, what makes them unique, and why those exciting features make the product worth the cost they are charging. In contrast, customer-centric marketing focuses instead on the customer and their needs and explains how the company's products can help address pain points in the customers' lives. A traditional shoe company might advertise how comfortable and stylish their shoes are, while a company focusing on customer centricism might instead focus on how their shoes can help ease older customers' chronic back pain.

With consumers increasingly focusing on brand values and purchasing from businesses that make them feel appreciated and represented, customer-centric marketing can result in noticeable increases in profits with minimal extra investment, making such strategies worth considering for businesses of all sizes. As a small business, appealing more personally to your community can boost loyalty and engagement with your potential customers, and make current customers more likely to stick with your business when faced with other options.

How to Develop Customer-Centric Marketing Strategies

The first step to developing customer-centric marketing is to understand your customers. You need a deep knowledge of the people your business serves to be able to appeal to them personally. To develop a better picture of your customers, you might:

1. **Monitor intent data** to determine how people find your product and what they are looking for when they do. What keywords are they searching for that lead them to your website? What problem are they having when they call your customer service line? How did they hear about your business?
2. **Track demographic information** to understand the segments of your community to which your business most strongly appeals and what marketing strategies resonate with them. If your business appeals to multiple segments

of your community, creating different profiles for each type of customer can help you develop marketing material that caters to their differing needs.

3. **Deliver concise surveys** to obtain direct feedback and specific information about the way people who interact with your business feel after the fact. These can be very useful, but it's important to keep them short and infrequent. Asking for too much of your customers' time can become a pain point that drives them away from your business.



These are just a few options, and there are others that might be worth your time. Try to implement as many methods of information gathering as possible while minimizing the amount of extra work required of customers and use these data points to establish trends in your customer base. Understanding who is interested in your product, what drives them to your company, and how they feel about the interactions they have with your business is the vital first step in improving your customer centricism. Once you understand your customers, you can begin developing a marketing strategy that is designed with their needs in mind.

Advertise to Your Customers' Concerns

Advertisements that expound upon the greatness of your product can be effective, but customers respond most strongly to content that speaks to their problems and offers personal solutions. When developing your advertisements, focus on the customers instead of the company. Content should feel relevant to your customers' interests and needs. This can extend beyond advertisements to buy your products and into other types of content, like personal demonstrations of how to use your products once they have been purchased, which can help customers feel confident that they can trust you to take care of them after they have given you their hard-earned money.



Develop a Consistent Brand Voice

When you understand your customer base, you can develop a brand voice that caters to them. It might be fun and bubbly, or calm and formal, or something else entirely, but it needs to speak to the people you want to attract. It also needs to be consistent. If your company runs an Instagram account that's upbeat and exciting while the company website is cold and corporate, both voices will feel insincere. If your commercials are bombastic but your customer service representatives are harsh, the sudden shift in tone can make customers feel confused and unsafe. Whatever your brand's voice is, it needs to be consistent across all platforms, and customers should be able to transition between platforms without

harsh changes in voice. By integrating user data that is accessible across varying methods of company-customer interaction, you can help promote the feeling that these interactions are part of a single, longer conversation with someone who cares, which encourages further engagement, especially when compared to services that ask customers to repeat their information or restate their needs over and over again.

Produce Non-Ad Content

No matter how personal an ad feels, it will always be apparent to customers that it exists to convince them to give you money. By providing informational content that doesn't explicitly advertise your products, you can position your business as an entity that cares about the wellbeing of its customers above its bottom line. Sending out informative newsletters or publishing other content that raises awareness about issues that are relevant to your industry shows that your company cares about its customers and wants to make things better for them, even if doing that doesn't make the company money. Even though content like this doesn't explicitly advertise your products, it makes customers think more positively about your business, which makes them more likely to trust you enough to do business with you over other companies that produce less customer centric material.

Did You Know...

Don't forget about the DBE Supportive Services Program

If you are looking to grow your business or are facing challenges that you need just a little help overcoming, remember that the DBE Supportive Services Program, offered by NDDOT and Project Solutions Inc., is here to help. We provide specialized training and business support at no cost to North Dakota-certified DBE firms. Services are tailored to help you grow and succeed, and include:

- Annual Business Reviews
- Capability Statement Assistance
- Website Analysis
- One-on-One Business Support

Whether you're looking to improve visibility, refine your strategy, or expand your reach, the program offers personalized guidance to help you move forward with confidence.

Take advantage of this service at no cost to you and help your business on its path to growth!

Questions or want to learn more?

Contact **NDDOT DBE Supportive Services** at
dbes@projectsolutionsinc.com | 701-214-5775

Quoting Opportunities

August 15, 2025, Bid Opening at 9:30 a.m. CST

BARANKO BROS., INC. - PO BOX 820 3048 HWY 22 N, DICKINSON, ND 58602, is seeking quotes on any and all items or materials within the scope of the project(s) on job number(s) 24133 for the August 15, 2025 NDDOT Bid Opening to be held at 09:30 AM. We will assist you in interpreting plans and specifications, preparing proposals, provide advice to obtain bonding and insurance, project scheduling, pit information (location, length of haul, type of road, etc.) method of measurement (seeding by the mile or acre, hauling by the ton-mile or by the hour, etc.), expected overtime, payment schedule, items of work included in the quote or any other project related issues. BARANKO BROS., INC. will be accepting quotes up until deadlines as specified in the DBE Special Provisions for this letting. You can email your quotes to quotes@barankocompanies.com. To speak to someone in our office regarding quoting please contact Cody Idso at 701-483-5868. Any and all disadvantaged businesses are encouraged to submit a quote. BARANKO BROS., INC. is an Equal Opportunity Employer.

KNIFE RIVER MATERIALS - PO BOX 40, BEMIDJI, MN 56619, is seeking quotes on any and all items or materials within the scope of the project(s) on job number(s) 24133 for the August 15, 2025 NDDOT Bid Opening to be held at 09:30 AM. We will assist you in interpreting plans and specifications, preparing proposals, provide advice to obtain bonding and insurance, project scheduling, pit information (location, length of haul, type of road, etc.) method of measurement (seeding by the mile or acre, hauling by the ton-mile or by the hour, etc.), expected overtime, payment schedule, items of work included in the quote or any other project related issues. KNIFE RIVER MATERIALS will be accepting quotes up until deadlines as specified in the DBE Special Provisions for this letting. You can email your quotes to subquotes@kniferiver.com. To speak to someone in our office regarding quoting please contact Josh Weickert at 218-751-5413. Any and all disadvantaged businesses are encouraged to submit a quote. KNIFE RIVER MATERIALS is an Equal Opportunity Employer.

STRATA CORPORATION - PO BOX 13500, GRAND FORKS, ND 58208, is seeking quotes on any and all items or materials within the scope of the project(s) on job number(s) 24133 for the August 15, 2025 NDDOT Bid Opening to be held at 09:30 AM. We will assist you in interpreting plans and specifications, preparing proposals, provide advice to obtain bonding and insurance, project scheduling, pit information (location, length of haul, type of road, etc.) method of measurement (seeding by the mile or acre, hauling by the ton-mile or by the hour, etc.), expected overtime, payment schedule, items of work included in the quote or any other project related issues. STRATA CORPORATION will be accepting quotes up until deadlines as specified in the DBE Special Provisions for this letting. You can email your quotes to KRNDQuotes@kniferiver.com. To speak to someone in our office regarding quoting please contact ROBERT MARTENS at 701-775-4205. Any and all disadvantaged businesses are encouraged to submit a quote. STRATA CORPORATION is an Equal Opportunity Employer.

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COMPLIANCE BOOT CAMP TRAINING SERIES

1:1 RATIO TRAINING

FOR DBE TRUCKING FIRMS ONLY

Upon successful completion of this training, firms will be eligible to quote or operate under the DBE Trucking 1:1 Ratio beginning October 1, 2025.

If you are unable to attend, a recorded version will be available at a future date TBD.

FOR ALL ACTIVE HIGHWAY CONSTRUCTION DBES

LCP TRACKER TRAINING

B2G NOW TRAINING

REGISTER BY
8/29!

**SAME INFORMATION...
TWO DATES TO CHOOSE FROM!**

SEPTEMBER 17

1:00 - 4:30 p.m. CT

SEPTEMBER 18

9:00 a.m. - 12:30 p.m. CT



ND DEPARTMENT OF
TRANSPORTATION

608 E Boulevard Ave
Bismarck, ND 58505



REGISTER NOW!

[HTTPS://FORMS.OFFICE.COM/R/JYVHEWJ28Z](https://forms.office.com/R/JYVHEWJ28Z)