



# DBE REPORTER

OFFICE OF BUSINESS OPPORTUNITY AND EQUITY COMPLIANCE

Summer 2024

## DBE FINAL RULE IMPLEMENTATION SUMMARY

On May 9, 2024, the [US DOT DBE Program Final Rule](#) went into effect with many updates that both strengthen and modernize the DBE Program. Below is a summary of the impacts to various parts of the DBE Program.



### DBE Certification

- **Virtual onsite interviews allowed – must be recorded**
- **Interstate certification is streamlined**
  - Submit written request, evidence of certification and declaration of eligibility
  - Determination within 10 days
- **Five-year average calculation of gross receipts for NAICS codes, not three years**
- **PNW (Personal Net Worth) updates:**
  - \$1.32 million increased to \$2.047 million
  - **Excludes** retirement assets
  - **Removes** state marital and community property rules from calculations.
  - DBE must have **business operations** in the type of business it seeks to perform at time of Certification application.

### ■ Decertification

- Changes the requirement for recipients to offer an informal hearing –imposes a 45-day deadline by which decertification hearings must occur but ends delays caused by firm and recipient changing dates of the hearing.
- Clarifies what members representing the DBE may attend and answer questions during the informal hearing.
- Imposes a 30-day deadline for a recipient to render a NOD (Notice of Decision) following a hearing or receiving written information from the DBE.

### ■ Appeal process of adverse certification decision

- Reduces time a DBE firm may appeal a NOD (Notice of Decision) from 90 to **45 days**.
- Changes the clock for the waiting period for reapplication from the date applicant receives the denial to the **date the certifier sends the decision**.
- Allows USDOT, at its discretion, to summarily dismiss an appeal.

CONTINUED ON NEXT PAGE

<https://www.transportation.gov/dbe-rulemaking/summarypage>

The DBE Reporter newsletter is published by the Office of Business Opportunity and Equity Compliance to educate, highlight, and connect DBE businesses and stakeholders.

[VISIT US ONLINE](#)



## DBE Control of Company

- Only parent company, no “Grandparent Company”
- Business is independently viable
- Majority owner must “Run the Show”
  - Make decisions without consent of non-disadvantaged individuals.
  - Hold highest position
  - Current control over Board of Directors
  - Understanding of business operations
  - Independently make major decisions

## Other Updates

- Expansion of UCP Directory – DBE websites will be added to the UCP Directory so DBEs can promote their business, skills, and experience
  - Note: If you are interested in establishing a web presence, [Rosalind Roberson](#) in DBE Support Services will connect your company with a consultant who can assist with website development
- Prompt payment (no change for Wisconsin, since we are currently 10 days)
- Supplier Categories – Pre-Award supplier affirmation form required
  - Dealers
    - 60% DBE credit
    - Physical location for supplies

### – Distributors/Drop Shipper (New Subset)


- Distributors are permitted to drop-ship from manufacturers if the firm **has a distributorship agreement or assumes all responsibility for the materials after point of origin**
- 40% DBE credit
- No physical location for supplies

## Open-Ended Performance Plan

One of the revisions to the Final Rule was applying DBE open-ended performance plans on **design-build projects**. Design-build contracting is used frequently on larger, complex highway and bridge projects that have potentially significant subcontracting opportunities for DBEs. However, since the projects are not fully designed at time of proposal and the details of available subcontracting opportunities are not yet known, it may be challenging for prime contractors to name DBEs in their commitment plan. In some instances, prime contractors may submit documented good faith efforts instead of a DBE subcontract, thereby limiting opportunities for small, disadvantaged firms.

**An open-ended performance plan is a modified DBE commitment plan that, instead of naming DBEs to perform specific work at a specific price, allows the proposer to list anticipated work types for planned DBE participation throughout the life of the project.**

This type of plan, specifically for design-build contracting, serves as a roadmap detailing how the DBE goal can be achieved.



The upcoming Blatnik Bridge project (NW Region) is an example where open-ended performance plan will be implemented. The letting and award for the project will occur in the summer of 2026 with anticipated major construction starting in the spring of 2027.

Ways the open-ended performance may impact the project include:

- DBE participation can be increased on design-build projects by providing a wider variety of work types throughout the life of the project.
- Design-build teams will have more options to plan and execute DBE participation throughout the project.
- Open-ended performance plans can provide better levels of certainty and mitigate risk for WisDOT, the design-build contractor, and DBEs.

# WisDOT Overall DBE Goal Summary Report

Federal Fiscal Year 2024: October 2023 - June 2024

## OVERALL DBE ANNUAL GOAL - 12.42%

### OVERALL CONSULTANT AND CONSTRUCTION ACHIEVEMENTS FFY2024

Overall Federal Funds:	\$733,831,156
Overall DBE Goal Committed:	\$97,340,883
Overall DBE Goal Percent:	12.94%
Conscious Attainment:	7.46%
Neutral Attainment:	5.48%

### DBE CONSTRUCTION CONTRACTS FFY2024 (October-June)

Federal Funds:	\$615,589,269
Assigned DBE Goal:	\$52,025,159
DBE Goal Committed at Bid:	\$58,965,221
Committed after Contract Execution:	\$16,312,765
# Approved Contracts:	201
# Approved GFE:	7

### DBE CONSULTANT CONTRACTS FFY2024 (October-June)

Federal Funds:	\$118,241,887
Assigned DBE Goal:	\$4,500,000
DBE Goal Committed:	\$19,661,399

## WisDOT Construction Fair 2024

Interviews will be held Wednesday, September 18, 2024.

To submit a Notice of Interest (NOI) for this solicitation, please log into Masterworks. Select Masterworks quick start guides.

[Wisconsin Department of Transportation Construction Fair 2024 \(wisconsin.gov\)](https://wisconsin.gov)

### IMPORTANT DATES

Notice of Interest (NOI) and solicitation packages	August 7, 2024
Project questions due 8 am CT	August 12, 2024
Questions and answers published	August 15, 2024
Updated WisDOT construction packages published	August 15, 2024
NOIs due noon CT	August 28, 2024
Interview schedule published	August 29, 2024
Construction Fair interviews	September 18, 2024
Construction engineering services selections published	October 1, 2024





## MARQUIS S. YOUNG DBE UTILIZATION ENGINEER

In February 2024, Marquis started in the Office of Business Opportunity and Equity Compliance (OBOEC) as the DBE Utilization Engineer.



Marquis is responsible for coordinating, monitoring, evaluating and reporting the utilization of DBE-certified firms throughout each federally funded DOT contract. He also coordinates with regional project

staff to facilitate compliance with the Commercially Useful Function (CUF) monitoring program – which is federally required – and works with Equal Opportunity Specialist Staff and other stakeholders to ensure that the actions and measures of Good Faith Effort (GFE) requests are consistently applied and in compliance with the requirements of the DBE Regulations at 49 CFR Part

26.55 and 26.53. Marquis works cooperatively with the DBE Program Engineer, the DBE Utilization team, Compliance Specialists and the Bureau of Project Development to monitor and ensure contractual agreements are honored. Marquis serves as engineering technical staff in the review of all GFE materials submitted in bids or through the DBE Alert email inbox for team review, evaluation, discussion and decision.

Prior to OBOEC, Marquis spent 10 years as WisDOT's Statewide Traffic Incident Management Engineer. In that role, he was the program lead for both the Traffic Incident Management Enhancement (TIME) and Emergency Transportation Operations (ETO) programs.

Marquis is a graduate of Morehouse College in Atlanta and the University of Wisconsin-Madison. He holds Bachelor of Science degrees in Mathematics and Civil Engineering. While at UW Madison, Marquis interned in the DBE office. Prior to his employment with WisDOT, Marquis spent more than five years in the private sector as an engineer in highway design and as a utility construction coordinator.

Marquis and his wife, Erica, have been married for 18 years and have two wonderful children, Amaya and Marquis II.

## Farewell Benjie!

**Benjie Hayek**, the DBE Program Engineer from 2022 to 2024, is departing the Office of Business Opportunity and Equity Compliance for a career opportunity with Federal Highway Administration (FHWA). After earning her engineering degree from Marquette University, Benjie worked in the private sector before joining the WisDOT DBE Program. Benjie was not only instrumental in setting and tracking overall DBE goals, project goals, and bid letting, she assisted with Mentor Protege pairing, public outreach, and identifying project opportunities for DBE firms.



Rosalind Roberson (L) and Benjie Hayek (R) at the Project Information Meeting for the I-94 E-W Corridor on June 26, 2024

**"A truly great colleague is hard to find, difficult to part with and impossible to forget. We wish you well in your new career" - OBOEC TEAM**



# Interstate 94 East-West Corridor Project

## 76th Street to 16th Street, Milwaukee County

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### Project Update

The Wisconsin Department of Transportation (WisDOT) is beginning final design on the I-94 East-West freeway corridor in Milwaukee. On March 8, 2024, the Federal Highway Administration (FHWA) signed the Supplemental Final Environmental Impact Statement/Record of Decision, which announced the agency's final decision and approval to reconstruct the Interstate 94 (I-94) East-West Corridor to an eight-lane freeway with design and safety improvements. With the FHWA Record of Decision, the project can move to final design and construction with federal funding.

### Jobs Outlook

Based on the Department's experience on other Milwaukee area Mega projects, I-94 E-W will mean between 6,000 and 10,000 jobs created.

In 2023 dollars, the I-94 East-West project is estimate to cost \$1.4 billion. The East-West projects connects the Marquette Interchange and Zoo Interchange projects and is a major infrastructure investment in Milwaukee.

### Disadvantaged Business Opportunities are Plentiful

On past mega-projects, these are the types of roles DBEs filled funding. **On the recently completed Zoo Interchange project, DBEs were paid \$149 million for their contracts!**

Bridge and ironwork  
Construction inspection  
Trucking  
Erosion control  
Traffic control  
Lighting & traffic signals

Landscaping  
Supplies  
Signage  
Painting  
Concrete barrier wall

### Anticipated Schedule

**2024-2025:** Preliminary and Final Design

**2025\*-2027:** West Leg & Early East Leg Construction (\*starts late 2025/early 2026)

**2025-2027:** Final Design continues for Stadium and East Leg

**2027-2032:** Stadium and East Leg Construction

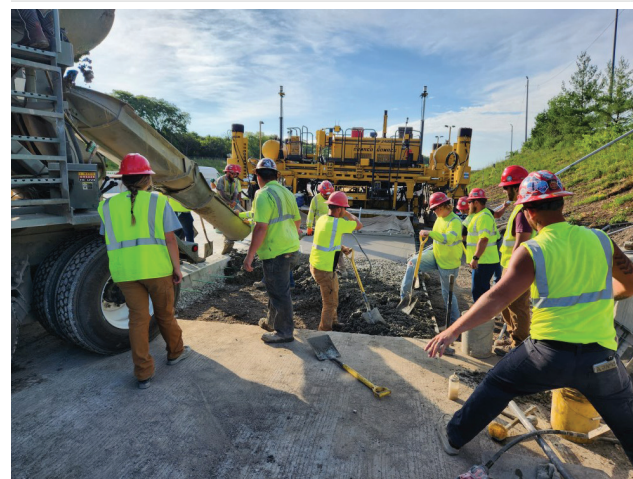
Schedules are dependent on approvals and future funding allocations.

Watch the WisDOT website for information on pre-bid meetings prior to the major construction lets.



**SCAN ME!  
VISIT THE PROJECT  
WEBSITE**

[wisconsindot.gov/94eastwest](https://wisconsindot.gov/94eastwest)



#### WISDOT DBE PROGRAM CONTACT:

Rosalind Roberson  
Civil Rights Urban Outreach Strategist  
PHONE: (414) 266-1172  
EMAIL: [rosalind.roberson@dot.wi.gov](mailto:rosalind.roberson@dot.wi.gov)

#### PROJECT CONTACTS:

Chris Zacharias, P.E.  
WisDOT Project Manager  
Stadium Interchange and  
east to 16th Street  
PHONE: (262) 548-6716

Evan Limberatos, P.E.  
WisDOT Project Manager  
70th Street to the west end  
of the Stadium Interchange  
PHONE: (262) 548-8797

PROJECT EMAIL: [I94EW@dot.wi.gov](mailto:I94EW@dot.wi.gov)

# Interstate 94 East-West Corridor Project 76th Street to 16th Street, Milwaukee County

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## PUBLIC OUTREACH

The Office of Business Opportunity and Equity Compliance joined the project team at the June 25 and 26 public involvement meetings. Thanks to all the businesses who attended!

If you would like to learn more about the project, look for us at local National Night Out events, stop by our State Fair booth in the Expo Center, or check out the project website: [wisconsindot.gov/94eastwest](https://wisconsindot.gov/94eastwest)

The project team is continually looking for opportunities to connect with businesses and community based organizations. Please invite us to come to your gatherings so we can share project information and learn from the collective wisdom of the community.





## WORK ZONE SAFETY We All Play A Role

Together, we can make a difference on our roads. Here are some tips to help keep travelers and workers safe.



- **Always be aware** and pay attention to your surroundings. Keep your eyes and mind on the road to watch where you are going and do not block your field of vision.

- **Do not multitask while driving.** Refrain from adjusting your mirrors, picking the music, eating a sandwich, making a phone call or reading a text or email when driving. Do it before or after your trip, not during. If necessary, pull over to do so safely.

- **Consider using a navigation app** to reduce distractions and help avoid looking at a cell phone while behind the wheel.

- **Allow extra time** to get to your destination so you do not find yourself driving too fast.

- **Speak up** if you are a passenger in a car with a distracted driver. Ask the driver to focus on driving and reduce distractions by assisting with navigation or other tasks.

- **Keep track of and be prepared for weather conditions** before driving.

You can also follow WisDOT's lead in sharing information on [work zone safety](#) with your family, friends and co-workers.

WisDOT is ready to help you safely navigate work zones across Wisconsin. **Know before you go** with [511wi.gov](#) or download the free [511 Wisconsin app](#). Access real-time information on travel speeds, roadwork, closures/detours and traffic cameras.





## OVERALL ANNUAL DBE 3-YEAR GOALS FOR NON-HUB PRIMARY AIRPORTS, FFY2025-27

WisDOT Bureau of Aeronautics (BOA) has issued a public notice for proposed Overall Annual DBE 3-Year Goals for Non-Hub Primary Airports, FFY2025-27. Please review the BOA DBE goal methodology document listed on the WisDOT DBE website (hyperlink). **You can submit questions or comments to Shannon Clary no later than Friday, August 23, 2024.**

### Shannon Clary

WisDOT BOA Labor Compliance and  
DBE Program Manager

4822 Madison Yards Way  
5th Floor South  
Madison, WI 53705

Alert Mailbox: [dotboadbealert@dot.wi.gov](mailto:dotboadbealert@dot.wi.gov)

Email: [shannon.clary@dot.wi.gov](mailto:shannon.clary@dot.wi.gov)

Telephone: (608) 264-7607

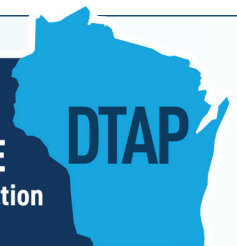
BOA will respond to comments as they are received throughout the comment period.

- The DBE goal methodology document includes **six (6) non-hub primary airport DBE 3-year goals** for FFY2025-2027 (separate overall DBE goal for each airport listed).
- The BOA DBE 3-Year Goals Methodology document is posted on the WisDOT DBE program website, on the DBE Plans & Goals page: <https://wisconsin.gov/Pages/doing-bus/civil-rights/dbe/plans-and-goals.aspx>.

## Customized mentorship and business development services

WisDOT's DBE Support Services' mission is to increase the talent pool of small business contractors ready, willing, and able to compete for high-quality work on WisDOT highway construction projects. The DBE Technical Assistance Program (DTAP) supports small and emerging businesses by providing technical

**CAPACITY BUILDING &  
TECHNICAL ASSISTANCE**  
for DBE Firms in Highway Construction



assistance and mentors who have working knowledge and experience on how to compete for highway contracts. If you are a certified DBE, you are eligible to receive customized business development and industry-focused technical assistance to ultimately provide greater access to capital and contracts.



Click [HERE](#) to set up a One-on-One Interview.  
Scan the QR code for additional information.

For more information, email [gsasupport@prismtechnical.com](mailto:gsasupport@prismtechnical.com)  
or contact Rosalind Roberson at (414) 266-1172

**DTAP IS OPEN TO WISDOT CERTIFIED DBEs**

# DBE Firm Spotlight

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*For the people who crush concrete on a daily basis, being productive is not just a matter of an individual's size and strength. More than anything, it's about getting the job done properly by utilizing proper equipment designed specifically for the job. Please feel free to contact us for a FREE quote on services or for more information on Tough Cut. We look forward to the opportunity of serving you.*

## NAICS codes:

**237310:** Highway, Street, & Bridge Construction

**238110:** Poured Concrete Foundation And Structure Contractor

## DBE Certified work:

Heavy Highway Construction (Concrete Cutting/Drilling/Sealant/Sawing)

Demolition and Crushing of Construction Material

Aggregates On-Site

Supplier of Recycled Construction Material  
Aggregates



## Tough Cut Concrete Service, INC.

### Tough Cut Concrete Service, Inc.

Christine McCellan

(815) 464-8462

[toughcuts@sbcglobal.net](mailto:toughcuts@sbcglobal.net)

Tough Cut Concrete Services has been in business for almost 20 years offering On-Site crushing, recycling, diamond grinding and grooving working on heavy highway projects.

Tough Cut is a leader in the process of Concrete Crushing and Recycling, Diamond Grinding, Bridge Deck Grooving, Excavation and Demolition. We have enough crews and equipment to service the largest jobs and the flexibility to meet the smaller needs as well. As of January 26, 2005, Tough Cut Concrete Services, Inc. was incorporated; and as of March 8, 2005, Christine McClellan, Owner/President, was certified as a Disadvantaged Business Enterprise (DBE). Christine is also:

- DBE & WBE Certified / Illinois
- WBE Certified: Metropolitan Water Reclamation District of Greater Chicago (MWRD)
- WBE Certified: City of Chicago
- DBE Certified: INDOT
- NEW WBE: State of Indiana
- DBE Certified: FDOT
- DBE Certified: MDOT
- DBE & WBE Certified: State of Wisconsin



# Unified Certification Program (UCP)

## Newly Certified DBE Firms | March 2024 - July 2024

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### WISDOT

#### Out & About Transportation, LLC

Tiffany Rooker  
Milwaukee, WI 53224  
outabouttransportation@gmail.com  
(414) 526-2410

**CERTIFICATE DATE:** 03/21/24

**HOME REGION:** SE

**WORK CLASSIFICATION:** Freight transportation services

**NAICS CODE:** 484110 - General Freight Trucking, Local

#### Gasteiger Engineering, LLC

Michael Phillips  
Chippewa Falls, WI 54729  
michaelp@gas-eng.com  
(657) 444-7194

**CERTIFICATE DATE:** 03/28/24

**HOME REGION:** NE

**WORK CLASSIFICATION:** Professional Services (Engineering Design); Civil, Structural and Mechanical Engineering Services

**NAICS CODE:** 541330 - Engineering Services

#### Greenwood Park Gallery and Framing, Inc.

Fredrick Robinson, Jr.  
Milwaukee, WI 53216  
greenwoodpark@att.net  
(414) 444-5166  
[www.greenwoodparkgallery.com](http://www.greenwoodparkgallery.com)

**CERTIFICATE DATE:** 03/29/24

**HOME REGION:** SE

**WORK CLASSIFICATION:** Picture framing; Photography; Wide format printing; Rental of social and business event meeting space; Sales of original and print art

**NAICS CODES:**

449129 - All Other Home Furnishings Retailers  
541921 - Photography Studios, Portrait  
541922 - Commercial Photography  
323111 - Commercial Printing (except Screen and Books)  
561920 - Convention and Trade Show Organizers  
459920 - Art Dealers

#### A3 Environmental, LLC

Alisa Allen  
Lisle, IL 60532  
tim@a3e.com  
(630) 507-9002  
[www.a3e.com](http://www.a3e.com)

**CERTIFICATE DATE:** 04/12/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Phase I and Phase II ESA; Asbestos and lead remediation; Mold remediation; Wetlands ecology permitting; Contaminated soil; and groundwater remediation

**NAICS CODES:**

541620 - Environmental Consulting Services  
562910 - Remediation Services

#### Barker and Barker Consulting, LLC

LaVaughn Baker  
Brookfield, WI 53005  
vaughn@barker-barker.com  
(786) 701-6644

**CERTIFICATE DATE:** 04/29/24

**HOME REGION:** SE

**WORK CLASSIFICATION:** Business strategy management; Operations improvement consulting

**NAICS CODES:**

541611 - Administrative Management and General Management Consulting Services  
541612 - Human Resources Consulting Services  
541614 - Process, Physical Distribution, and Logistics Consulting Services  
541618 - Other Management Consulting Services  
541990 - All Other Professional, Scientific, and Technical Services  
611430 - Professional and Management Development Training

#### Essie Trucking

Wayne Branch Jr.  
Mequon, WI 53092  
setruckingllc1@gmail.com  
(262) 365-3014

**CERTIFICATE DATE:** 04/30/24

**HOME REGION:** SE

**WORK CLASSIFICATION:** Dump Trucking (Gravel, Sand, Top-Soil etc.)

**NAICS CODE:** 484220 - Specialized Freight (Except Used Goods) Trucking, Local

#### Framed Solutions, LLC

Susan Watkins  
Wauwatosa, WI 53226  
contact@framedsolutionsllc.com  
(888) 706-8079

**CERTIFICATE DATE:** 04/30/24

**HOME REGION:** SE

**WORK CLASSIFICATION:** Facilities support services

**NAICS CODE:** 561210 - Facilities Support Services

#### Aspen Grove, Inc. dba North Country Trucking

Jacob King  
Gladstone, MI 49837  
JKing@NorthCountryTrucking.net  
(906) 428-1388

**CERTIFICATE DATE:** 05/02/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Transport of various road construction-related materials

**NAICS CODE:** 484110 - General Freight Trucking, Local

#### Avero, LLC

Abhijit Verekar  
Maryville, TN 37801  
info@averoadvisors.com  
(865) 415-3848

**CERTIFICATE DATE:** 05/16/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Computer software consulting services

**NAICS CODE:** 541512 - Computer Systems Design Services

#### Good-TI-Man Trucking, LLC

Henry Goodman  
Milwaukee, WI 53222  
goodtimantrucking@yahoo.com  
(414) 573-5118

**CERTIFICATE DATE:** 05/16/24

**HOME REGION:** SE

**WORK CLASSIFICATION:** Dump Trucking (Gravel, Sand, Top-Soil etc.)

**NAICS CODE:** 484220 - Specialized Freight (Except Used Goods) Trucking, Local

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# Unified Certification Program (UCP)

## Newly Certified DBE Firms | March 2024 - July 2024

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### WISDOT

#### National Sealant & Concrete, LLC

Hannah Wesner  
Crosby, MN 56441  
nationalsealantandconcrete@gmail.com  
(920) 225-9760

**CERTIFICATE DATE:** 05/17/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Poured concrete foundations and structures construction  
**NAICS CODE:** 238110 - Poured Concrete Foundation and Structure Contractors

#### Flo Artificial Intelligence, Inc.

Jatish Patel  
Oakland, CA 94612 kim@flowlabs.ai  
(650) 785 4847  
[www.flowlabs.ai](http://www.flowlabs.ai)

**CERTIFICATE DATE:** 05/19/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Custom computer programming services  
**NAICS CODE:** 541511 - Custom Computer Programming Service

#### Integrated Demolition Service, LLC

Mayra Navarez  
Willow Springs, IL 60480  
Mayra@Integrateddemolition.com  
(708) 369-7508  
[www.integrateddemolition.com](http://www.integrateddemolition.com)

**CERTIFICATE DATE:** 05/19/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Interior and mechanical demolition; Dismantling large-scale machinery and equipment  
**NAICS CODES:**  
238910 - Site Preparation Contractors  
238290 - Other Building Equipment Contractors

#### The Wathen Group, LLC

Deborah Wathen Finn  
Morristown, NJ 07960  
deborah@thewathengroup.com  
(973) 998-8080

**CERTIFICATE DATE:** 05/19/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Business management consulting  
Organizational development and HR/ Employee assessment consulting; Marketing consulting services; Safety and security consulting services; Research and development services; Public relations consulting services; Commuter rail systems consulting; Bus transit systems consulting

**NAICS CODES:**

541611 - Admin. Management and General Management Consulting Services  
541612 - Human Resources Consulting Service  
541613 - Marketing Consulting Services  
541690 - Other Scientific and Technical Consulting Services  
541720 - Research and Development in the Social Sciences and Humanities  
541820 - Public Relations Agencies  
485112 - Commuter Rail Systems  
485113 - Bus and Other Motor Vehicle Transit Systems

#### Associated Consulting Services, LLC

Anna Schwartz  
Roseville, MI 55113  
anna@acstean.com  
(612) 568-3227

**CERTIFICATE DATE:** 05/21/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Traffic data collection and transportation analytics; Transportation planning

**NAICS CODES:**

541330 - Engineering Services  
541370 - Surveying and Mapping (except Geophysical) Services

#### Educators 4 Education, LLC

Anthony Singleton  
Folcroft, PA 19032  
asingleton@educators4education.org  
(215) 792-2171

**CERTIFICATE DATE:** 05/21/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Educational Support Services  
**NAICS CODE:** 611710 - Educational Support Services

#### Invision Smart Window, LLC

Dunrick Yetts  
Salt Lake City, UT 84103  
dyetts32@gmail.com  
419) 283-9074

**CERTIFICATE DATE:** 05/21/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Supplier of glass doors and windows  
**NAICS CODES:**  
327215 - Glass Product Manufacturing Made of Purchased Glass  
327211 - Flat Glass Manufacturing

#### LIW Ventures, LLC

Lydia Werner  
Cottage Grove, MN 55016  
liwventures23@gmail.com  
(612) 867-4718

**CERTIFICATE DATE:** 05/21/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Airport Technical Consulting using GIS data, ESRI and Cityworks software; Implementation of Asset Management Technology in compliance with Part 139  
**NAICS CODE:** 541611 - Administrative Management and General Management Consulting Services

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# Unified Certification Program (UCP)

## Newly Certified DBE Firms | March 2024 - July 2024

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### WISDOT

#### Tycoon Trucking, LLC

Ondraya Murrell  
Milwaukee, WI 53207  
tycoontrucking23@gmail.com  
(414) 514-8645

**CERTIFICATE DATE:** 06/22/24

**HOME REGION:** SE

**WORK CLASSIFICATION:** Dump Trucking  
(Gravel, Sand, Top-Soil etc.)

**NAICS CODE:** 484220 - Specialized Freight  
(Except Used Goods) Trucking, Local

#### Flood Testing Laboratories, Inc.

Susanne Hufnagel  
Chicago, IL 60617

**CERTIFICATE DATE:** 07/08/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Construction  
materials testing and inspection

**NAICS CODE:** 541380 - Testing Laboratories  
and Services

#### Indigo Ecological Design

Stacey Libra  
Tower Lakes, IL 60010  
slibra@indigoecological.com  
(847) 481-6487  
[www.indigoecological.com](http://www.indigoecological.com)

**CERTIFICATE DATE:** 07/08/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Landscape  
architectural services

**NAICS CODE:** 541320 - Landscape  
Architectural Services

#### SQNA Associates, LLC

Rozmene Makhani  
Chicago, IL 60602  
marketing@sqna.com  
(312) 625-9500  
[www.sqna.com](http://www.sqna.com)

**CERTIFICATE DATE:** 07/08/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Construction  
management for industrial buildings  
(except warehouses); Construction  
management for commercial and  
institutional buildings; Construction  
management for power and  
communication transmission lines;  
Construction management for highway,  
road, street and bridge projects;  
Construction management for mass  
transit projects; Engineering services

**NAICS CODES:**

236210 - Industrial Building Construction  
236220 - Commercial and Institutional  
Building Construction  
237130 - Power and Communication Line  
and Related Structures Construction  
237310 - Highway, Street, and Bridge  
Construction  
237990 - Other Heavy and Civil  
Engineering Construction  
541330 - Engineering Services

#### Amazing Traditions, LLC

Kerri VanMeveren  
Cleveland, MO 64734

**CERTIFICATE DATE:** 07/10/24

**HOME REGION:** Non-WI

**WORK CLASSIFICATION:** Web Search Portals  
and All Other Information Services;  
Computer Systems Design Services;  
Administrative Management and General  
Management Consulting Services;  
Marketing Consulting Services; Other  
Management Consulting Services;  
Marketing Research and Public Opinion  
Polling; Professional and Management  
Development Training

**NAICS CODES:**

519290 - Web Search Portals and All  
Other Information Services  
541512 - Computer Systems Design  
Services  
541611 - Administrative Management and  
General Management Consulting Services  
541613 - Marketing Consulting Services  
541618 - Other Management Consulting  
Services  
541910 - Marketing Research and Public  
Opinion Polling  
611430 - Professional and Management  
Development Training

#### Timmy Edwards Transportation, LLC

Timothy Edwards  
Milwaukee, WI 53216  
Tetransort@gmail.com  
(414) 526-7551

**CERTIFICATE DATE:** 07/10/24

**HOME REGION:** SE

**WORK CLASSIFICATION:** Dump trucking  
(1 owned)

**NAICS CODE:** 84220 - Specialized Freight  
(except Used Goods) Trucking, Local



CONTINUED ON NEXT PAGE

# Unified Certification Program (UCP)

## Newly Certified DBE Firms | March 2024 - July 2024

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### DANE COUNTY

#### Triple Double Logistics, LLC

Vincent Carey  
Mount Horeb, WI 53572  
Vscarey@tripleddoublelogistics.com  
(608) 354-5719  
[www.tripleddoublelogistics.com](http://www.tripleddoublelogistics.com)

**CERTIFICATE DATE:** 04/12/24

**HOME REGION:** SW

**WORK CLASSIFICATION:** Box Trucks; Logistics Shipping and Handling Truck Brokering Services

**NAICS CODES:**

484110 - General Freight Trucking, Local  
484121 - General Freight Trucking, Long-Distance  
484220 - Specialized Freight (no Used Goods) Trucking, Local-Dump Truck  
484220 - Specialized Freight (no Used Goods) Trucking, Local-Tanker Truck  
488510 - Freight Transportation Arrangement  
541614 - Process, Physical Distribution, and Logistics Consulting Services

### CITY OF MADISON

#### O'Kroley 646 Design LLC

Dawn O'Kroley  
Madison, WI 53703  
dawn@okroley646.com  
(608) 515-6166  
[www.okroley646.com](http://www.okroley646.com)

**CERTIFICATE DATE:** 04/16/24

**HOME REGION:** SW

**WORK CLASSIFICATION:** Professional Services (Architectural Design Services)

**NAICS CODE:** 541310 - Architectural Services

#### Universal Electric

Rick Flowers  
Madison, WI 53714  
unielec@tds.net  
(608) 658-1648

**CERTIFICATE DATE:** 04/19/24

**HOME REGION:** SW

**WORK CLASSIFICATION:** Electrical Contractors and Other Wire Contractors  
**NAICS CODE:** 238210 - Electrical Contractors and Other Wiring Installation Contractors

#### Stripe Smith LLC

Amanda Smith  
Janesville, WI 53548  
stripesmith@outlook.com  
(608) 295-1720

**CERTIFICATE DATE:** 05/15/24

**HOME REGION:** SW

**WORK CLASSIFICATION:** Airport Runway line painting; Painting lines on highways, streets, and bridges

**NAICS CODE:** 237310 - Highway, Street, & Bridge Construction



### SAVE THE DATE

## 2024 CIVIL 3D WORKSHOP

September 23-27, Virtual

ACEC WI is excited to host the 2024 Civil 3D Workshop, virtually September 23-27. Last year's event brought together nearly 600 people from across the country for a week of education and we're aiming to beat that this year. Registration will open in mid-July.

**Click on the logo to register today.**



# DBE Capability Statement

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Sherri Jordan, MBA, ACC, CCA  
Founder & Principal Consultant  
<https://www.envisiontheladder.com>

Envision the Ladder creates systematic changes to improve an individual or business in key areas of personal and professional development, strengthening business acumen, self-awareness, and relationship management.



Envision the Ladder, LLC is an emerging leadership development firm based out of Milwaukee, WI. Woman-owned and operated, Envision was founded out of the need to provide resources to leaders and businesses who aim to grow and become more inclusive. We build on the strengths of our clients to help them achieve their ultimate potential.

## Differentiators

- ICF - Certified Coach
- Specialize in strengthening business acumen and professional development

## Core Competencies

- |                       |               |
|-----------------------|---------------|
| Consulting            | Coaching      |
| • Process Consulting  | • Individual  |
| • Business Consultant | • Teams       |
| • Capacity Building   | • Departments |
- Diversity, Equity, & Inclusion Training

## NAICS Codes

541611 / 541612 / 541720 / 611430

- » Women's Business Enterprise (WBE)
- » Disadvantaged Business Enterprise (DBE)

## Featured Clients

KW2 Madison  
CDM Smith

WISCAP  
Social Current

## Past Performance

Capacity Building - Strengthening abilities to fulfill missions and achieve desired results.  
Rebranding - Rebranding as firms evolve.  
Organizational Assessments - Validating high-level operational challenges and improvement needs; identifying recommendations to drive improvements.  
Inclusion & Equity Training - Framework education and equity audits.

- » Minority Business Enterprise (MBE)
- » Small Business Enterprise (SBE)



8320 W. Bluemound Rd  
Suite 207, Wauwatosa, WI



(414) 559-7074



[info@envisiontheladder.com](mailto:info@envisiontheladder.com)

September 26, 2024 • Wilderness Resort • Glacier Canyon Lodge • Wisconsin Dells

# Disadvantaged Business Enterprise ROUNDTABLE 4.0

## BUILDING A BETTER INDUSTRY THROUGH COLLABORATION

### TRUCKING FORUM

6:00pm - 8:00pm

#### WELCOME

**Joseph Davis, Sr.** - DBE Development Director, Construction Business Group

**Rachel Smith** - Vice President, Business Banking Sales Manager, US Bank

#### Trucking Compliance

**Teresa Rademacher** - Compliance Analyst and Labor Compliance Specialist, NE Region

#### DBE Final Rule Presentation

**Paul Ndon** - Trucking Specialist, WisDOT DBE Program

#### Truck Talk Group Discussion

**Amy Hacker** - White Buffalo Trucking, LLC

THANK YOU TO OUR SPONSOR



8:00pm - 9:00pm

#### Reception and Networking



[CLICK HERE](#) or  
SCAN TO REGISTER for  
DBE ROUNDTABLE 4.0



September 27, 2024 • Wilderness Resort • Glacier Canyon Lodge • Wisconsin Dells

## Disadvantaged Business Enterprise **ROUNDTABLE 4.0** BUILDING A BETTER INDUSTRY THROUGH COLLABORATION

### MORNING

8:00am - 9:00am

#### REGISTRATION

8:45am - 9:15am

#### Welcome Message – Acknowledgment of Sponsors

**Robb Kahl** – Executive Director, Construction Business Group

**Steve Baas** – Executive Director, Wisconsin Transportation Builders Association

**Kristina Boardman** – Secretary, Wisconsin Department of Transportation

9:15am - 10:15am

#### DBE Final Rule Presentation

##### DBE TEAM SPEAKERS:

**Paul Ndon** – IS Business Automation Senior, Wisconsin Department of Transportation

**John Franklin** – Senior Certification Analyst, Wisconsin Department of Transportation

**Kathleen Panak** – GFE Analyst/EOS Senior, Wisconsin Department of Transportation

10:15am - 10:30am

#### BREAK

10:30am - 11:00am

#### Economist Presentation

##### GUEST SPEAKER:

**Dennis Winters** – Chief Economist, Department of Workforce Development

11:00am - 11:45am

#### Prime Contractor Panel

##### FACILITATOR:

**Matt Grove** – Director of Engineering and Construction Policy Wisconsin Transportation Builders Association (WTBA)

##### PANELISTS:

**Mike Hahn** – Vice President WI, Lunda Construction Company

**Josh Wade** – Superintendent, Arbor Green, Inc.

**Taylor Tauer** – Area Manager, Walbec Group

11:45am - Noon

#### WisDOT Regional Projects Update

##### GUEST SPEAKERS:

**Scott Ebel, P.E.** – I-41 Corridor Design Project Manager, WisDOT

**David Nguyen** – DTSD SE Region Project Development Chief, WisDOT

Noon - 1:00pm

#### LUNCH

[CLICK HERE](#) or

SCAN TO REGISTER for  
DBE ROUNDTABLE 4.0





September 27, 2024 • Wilderness Resort • Glacier Canyon Lodge • Wisconsin Dells

## Disadvantaged Business Enterprise **ROUNDTABLE 4.0** BUILDING A BETTER INDUSTRY THROUGH COLLABORATION

### AFTERNOON

Noon - 1:00pm

#### LUNCH

1:00pm - 1:40pm

#### Women in Construction

##### FACILITATOR:

**Marquis Young** – DBE Utilization Engineer, Wisconsin Department of Transportation

##### PANELISTS:

**Tiffany Adleman** – Director of Compliance/Contracts, Rock Road Companies

**Tia Menore** – Quality Control Manager, Peters Concrete Company

**Rebecca Woller** – Project Manager, Integrity Grading & Excavating

**Elaine Oglivie** – EEO/Human Resources, A.L.M. Holding Company

1:40pm - 2:15pm

#### Access to Capital

##### FACILITATOR:

**Joseph Davis, Sr.** – DBE Development Director, Construction Business Group

##### PANELISTS:

**Micae Brown** – Asst. Vice President, Business Access Advisor, US Bank

**Aaron Towns** – Director, Corporate Banking - Wisconsin, BMO Commercial Bank

**Kamaljit Jackson** – Director, Wisconsin MBDA Business Center

2:15pm - 2:30pm

#### Launch of Cashflow Model

##### GUEST SPEAKERS:

**Laura Cataldo** – Director, Baker Tilly

**Rachel Smith** – Vice President, Business Banking Sales Manager, US Bank

2:30pm - 3:00pm

#### Conference Wrap-up

##### SPEAKERS:

**Robb Kahl** – Executive Director, Construction Business Group

**Matt Grove** – Director of Engineering & Construction Policy, Wisconsin Transportation Builders Association

**Joseph Davis, Sr.** – DBE Development Director, Construction Business Group

[CLICK HERE](#) or  
SCAN TO REGISTER for  
DBE ROUNDTABLE 4.0



# CONSTRUCTION INDUSTRY BUSINESS TO BUSINESS FORUM



**THURSDAY, OCTOBER 10, 2024**

**7:30 AM - 5:00 PM**

**Potawatomi Hotel & Casino**

**1721 W. Canal St., Milwaukee, WI**

PRESENTED BY



**NEW HORIZONS**

**WISCONSIN TRIBAL TRANSPORTATION CONFERENCE**  
Expanding Partnerships and Creating New Opportunities



# SAVE THE DATE

## October 22-23, 2024

**Ho-Chunk Gaming**

*Wisconsin Dells, WI*

# Upcoming Events and Stakeholder Meetings

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## Transportation Advisory Committee for Construction (TRANS-AC)

Bimonthly meeting of the TRANS-AC stakeholder group to discuss current updates with construction industry stakeholders, DBE program and DBE industry construction firms.

For more information contact:

[Lori Green](#), (414) 335-0258

### 2024 MEETINGS • 1-3 PM

September 17 - [Join via Microsoft Teams](#)

November 19 - [Join via Microsoft Teams](#)

## Transportation Consultant Advisory Committee (TRANS-CAC)

Quarterly meeting of the TRANS-CAC stakeholder group to discuss current updates with WisDOT consultants, the DBE program and DBE industry consultants.

For more information contact:

[Kathleen Panak](#), (262) 548-6459

### 2024 MEETINGS • 10 AM - NOON

October 23 - [Join via Microsoft Teams](#)

## DBE Stakeholder Advisory Committee

The DBE Stakeholder Advisory Committee works with WisDOT on the following:

- Approaches to achieve greater DBE participation and strategies to monitor progress
- Upcoming transportation projects and learning about opportunities to partner with other firms
- As a liaison to communities
- Creating and implementing strategies for cultivating a diverse workforce

The DBE Stakeholder Advisory Committee is also an opportunity to offer your perspective about potential improvements to WisDOT's DBE program. WisDOT is seeking the participation of more DBE firms. The DBE Stakeholder Advisory Committee meets on a quarterly basis.

For more information contact: [Christina Crain](#)

### 2024 MEETINGS • 10 AM - NOON

#### Southeast Region

October 24 - [Join via Microsoft Teams](#)

#### Northeast Region

August 16 - [Join via Microsoft Teams](#)

November 15 - [Join via Microsoft Teams](#)

# SAVE THE DATE

December 10-12, 2024

# MARKETPLACE WI

GOVERNOR'S CONFERENCE ON  
DIVERSE BUSINESS DEVELOPMENT



[Home | Marketplace Wisconsin](#)

The event will kick off with The Contracting Academy, a virtual session focused on federal government contracting opportunities and best practices, on Dec. 10.

MARKETPLACE in-person events will follow on December 11-12 at the Baird Center in Milwaukee.

Please mark your calendar and watch your inbox for early bird registration details!





## Save the Date

ANNUAL

2025  
**DBE WORKSHOP  
& Networking Summit**

**January 29–30, 2025**

Glacier Canyon Conference Center  
Wilderness Resort, Wisconsin Dells

### EXHIBITORS WANTED!

To be an exhibitor 2025 DBE Summit and/or place a business ad in the 2025 DBE Summit booklet, contact Rosalind Roberson at [rosalind.roberson@dot.wi.gov](mailto:rosalind.roberson@dot.wi.gov) to reserve your spot today.

