

IN FOCUS



Building Synergy To Achieve Our Goals

"You can observe a lot by watching."

Yogi Berra

TRACTION FOR THE SMALL BUSINESS STRATEGIC ALLIANCE PROGRAM

The Tremco Small Business Strategic Alliance Program conveys a value proposition to public sector customers such as state facilities, K-12 schools, and federal agencies. The program offers them the opportunity to meet veteran-owned, women-owned, minority-owned and other small business goals through a proven method of identifying, recruiting, vetting and "teaming" with quality small businesses.

In some cases, customers are under special mandate to increase subcontracting with small businesses. We help them achieve this in terms that they understand, and simultaneously deliver high quality roofing and building envelope solutions. Increasingly, public sector customers are responding to greater pressure for economic inclusion whenever public dollars are affected. The Tremco Roofing and Building Maintenance Division offers an additional value to them --The Tremco Small Business Strategic Alliance Program.

This value proposition was effectively delivered recently in at least two specific instances:

The Kansas City Missouri School District (KCMSD), a long time Tremco customer relationship guided by **Mike Cutler** and **Patrick Evans**, was sold on Tremco's roofing and building envelope solutions through the AEPA Cooperative Purchasing Contract. This is the district's first AEPA project; it includes three large ICE restoration jobs, two BURmastic roof replacements, and a substantial Tremco Care program. The sale stalled when KCMSD expressed a mandate to use Minority Business Enterprise (MBE) firms as subcontractors to execute the contract. This created a dilem-

ma, as Mike had worked for many years to secure solid relationships with local Tremco Certified Contractors, none of which met the district's MBE criteria.

Mike placed a call to the Tremco Small Business Strategic Alliance Program Office and connected us with the KCMSD MBE Program Coordinator. Once the Small Business Team conferred with construction management and explained to the KCMSD Program Office the need for quality, Tremco Certified Contractors, we were positioned to offer support for other, non-roofing disciplines (HVAC/Mechanical, plumbing, vacuuming, debris removal, etc.) where MBE firms could participate as subcontractors. Through a solid team effort, Cutler and Evans were able to secure a multi-million dollar roofing order from KCMSD. Just days after that award, the Small Business Team received *another* call from KCMSD. They asked us to set up a Tier II Subcontractor Recruitment Meeting, where prospective MBE firms are interviewed for potential opportunities under the second phase of the KCMSD contract (which has an estimated value of \$2.5 million); the meeting is scheduled to take place on July 8. This is an example of how our value proposition resulted in a win for the KCMSD, Tremco and the MBEs.

In the second example, the New York/New Jersey Veterans Integrated Service Network (VISN) received more than \$73 million for infrastructure projects, building renovations, road repair, energy generation etc. The VISN includes Brooklyn, the Bronx, Castle Point, East Orange, Lyons, Manhattan, Northport

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and St. Albans. A significant portion of that budget was "Set-Aside" for SDVOSBs (Service Disabled Veteran-Owned Small Businesses). Patriot Construction, a member of the Tremco Small Business Strategic Alliance Program, had been analyzing the project and expressed an interest in teaming with WTI's General Contracting division. As a large business, Tremco is prohibited from bidding on SDVOSB Set-Aside projects. However, under Regulation 48CFR9.6, Tremco was allowed to bid as a primary subcontractor, with Patriot as the Prime General Contractor. During a face-to-face meeting in Beachwood, arranged by the Small Business Office, Patriot Construction and WTI GC outlined the project/performance breakdown. This enabled General Contracting to estimate revenue and profit projections, following which a proposal was generated and submitted. The \$4.7 million project was awarded to Patriot and WTI General Contracting this month. Once again, Tremco's unique value proposition offered through the Tremco Small Business Strategic Alliance Program resulted in a win--for the customer seeking to meet SDVOSB goals; for the SDVOSB, because without a strong team member in WTI GC, they may not have been a viable candidate; and for Tremco, because without teaming with an SDVOSB, we would not have been able to participate in this Set-Aside Process.

We plan to carry this value proposition forward in a number of areas. For example, it will be expressed as "*Tremco Celebrates Veterans*" with a reception to be held during the National Veterans Conference July 19 through July 22 in Las Vegas.

Tremco is a sponsor of the Department of Commerce, Minority Business Development Agency's Minority Enterprise Development (MED) Week, which will be held August 23 through August 28 in Washington, DC. Currently, the Small Business Office is in the process of securing a meeting with the Department of Commerce to discuss the pro-

gram and the value proposition offered by combining roofing and building envelope solutions with strong alliances with minority, women-owned, service disabled and HUB Zone Small Businesses.

Let me speak directly to Tremco sales representatives for a moment. If you have a customer with a need to increase MBE/WBE participation in public contracting and/or in the federal sector with 8(a), Woman-Owned, HUB Zone or firms owned by Service Disabled Veterans, Tremco has provided you with the skills, experience and knowledge of the Small Business Office to work with you to offer your customer this unique value proposition. Please take advantage of this unique opportunity to help grow your business.

-- Article by Beverly Kuykendall

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