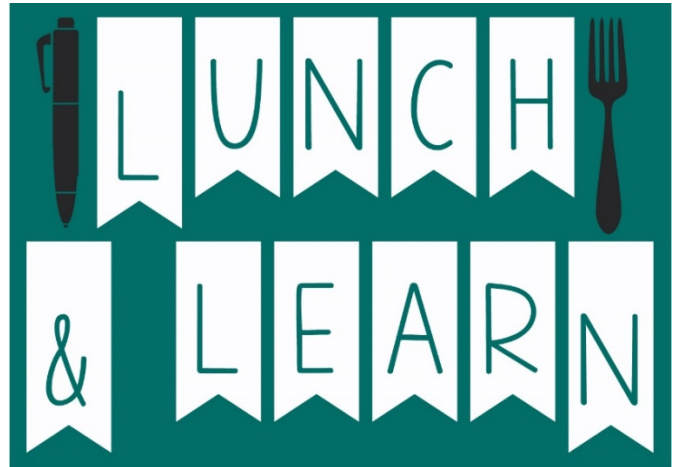




Business Engagement and Compliance

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ADOT BECO is the place for DBEs and SBCs to gain important business and technical assistance to help you compete effectively for work on federal-aid contracts and other opportunities. These easy to attend luncheon meetings give you a quick way to improve your knowledge and skills to help your business succeed.

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SAVE ALL THESE DATES!!! ADOT BECO Supportive Services' Learning Series

Bring a lunch and join your colleagues to improve the bottom line of your business.

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|---------------------------------|---|
| <p>NOVEMBER 3, 2016</p> | <p>Accounting and Taxes: It's Coming Up on That Time of Year! <i>Presented by: G. Ross Dietrich, CPA, CIT, CCIFP of Price, Kong & Co.</i> We will cover Accounting Basis – a Review, Tax Reporting, Tax Planning – Tips and Tricks, Does banking and bonding look for the same things in your financials?</p> |
| <p>DECEMBER 1, 2016</p> | <p>Marketing What Matters <i>Presented by: Maureen Varela, CPSM, Marketing, Pulice Construction</i> We will cover: Marketing plans, Trade shows, Social media, Websites, Promotional items, and Branding (and rebranding)</p> |
| <p>JANUARY 18, 2017</p> | <p>Writing a Winning Proposal <i>Presented by: Siokey Gastelum, Marketing Director, Fortis</i> We will cover: Read the proposal requirements (RFP), Establish an outline, Content – Tell the truth, what are your core competences, Project Experience – Do you really have the experience, and Know your audience – Show them you understand their problems and offer solutions</p> |
| <p>FEBRUARY 16, 2017</p> | <p>Understanding Social Media Marketing: How It All Works Together! <i>Presented by: Giselle Aguiar, Social Media Marketing Specialist</i> We will cover: Facebook, Twitter, LinkedIn, Google+, YouTube, Instagram, SnapChat, Pinterest, Blogging, and Search Engines</p> |
| <p>MARCH 16, 2017</p> | <p>Estimating and Bidding: Tips for Success <i>Presented by: Jose Diaz, Project Manager, Hensel Phelps</i> We will cover: Understanding the Market, Understanding your Costs, Understanding the Project Scope, Finding your Competitive Edge, Meeting the General Contractor</p> |
| <p>APRIL 20, 2017</p> | <p>P3 Public-Private Partnerships <i>Presented by: Vivien Lattibeaudiere, Manager, ADOT BECO (Tent.)</i> We will cover: History and Potential Future of P3s in Arizona, Challenges and Opportunities for P3s, and Challenges and Opportunities for DBEs and SBCs in P3s</p> |

For questions, call or email DBE Supportive Services at 602-712-7761 or DBESupportiveServices@azdot.gov