



# GOVERNOR'S MARKETPLACE CONFERENCE

**March 20-21, 2019**

— SALEM CONVENTION CENTER —



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At the Oregon Employment Department, we strive every day to serve Oregonians and Oregon businesses by providing a variety of services including:

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- Workforce and economic research
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We provide these services through our WorkSource centers and unemployment insurance contact centers throughout the state. Contracting opportunities with the Oregon Employment Department can include:

- Language Services and Accessibility Technologies
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To learn more, visit our booth or go to:

[www.Employment.Oregon.gov](http://www.Employment.Oregon.gov)



KATE BROWN  
Governor

March 20, 2019

I am so proud to welcome each and every one of you to the 2019 Governor's Marketplace. This conference truly encompasses our shared commitment to elevate and inspire equity in state government. I hope today creates gamechanging discussions, and opportunities to expand and diversify your relationships with our state agencies and your fellow entrepreneurs. Thank you for taking the time to engage, share your knowledge, and open yourselves to possibilities through the Governor's Marketplace.

Sincerely,

A handwritten signature in black ink that reads "Kate Brown" with a long, sweeping horizontal line extending to the right.

Governor Kate Brown



Office of Contracts  
& Procurement

Oregon  
Health  
Authority

*Doing business with us is*

# Good for you ... Good for Oregon!

*Benefits of our public-private partnership:*

- **Providing your goods and services** to more than 1.6 million Oregonians served by DHS and OHA.
- **Connection to small business development resources** to increase DHS and OHA contractors' engagement in fair and open competition.
- **Contractor incentives to put Oregonians back to work** through competitive employment and training opportunities.
- **Assisting Oregonians with disabilities** to achieve, maintain and advance in employment and independence.
- **Enhancing supplier diversity** and service equity.
- **Supporting a healthy economy** for Oregon.



Find us online at [www.oregon.gov/dhs/business-services/cp](http://www.oregon.gov/dhs/business-services/cp)

STATE OF OREGON  
**PROCLAMATION**  
OFFICE OF THE GOVERNOR

- WHEREAS:** The procurement, supply and logistics profession plays a significant role in the quality and efficiency of business and government operations throughout the United States; and
- WHEREAS:** The procurement of goods and services is critical to the efficient cost effective operations of private and public entities alike; and
- WHEREAS:** Procurement, as a profession, engages in functions that promote economic development by executing, implementing, and administering contracts; strategically sourcing goods and services needed to promote the welfare of the citizens of the United States, and promoting sustainable practices in the acquisition, use and disposal of goods and services; and
- WHEREAS:** Fosters an environment of the highest ethical standards between business and government at all levels.

**NOW,**

**THEREFORE:** I, Kate Brown, Governor of the State of Oregon, hereby proclaim **March 2019** to be

**PROCUREMENT MONTH**

in Oregon and encourage all Oregonians to join in this observance.

IN WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Oregon to be affixed. Done at the Capitol in the City of Salem in the State of Oregon on this day, March 11, 2019.



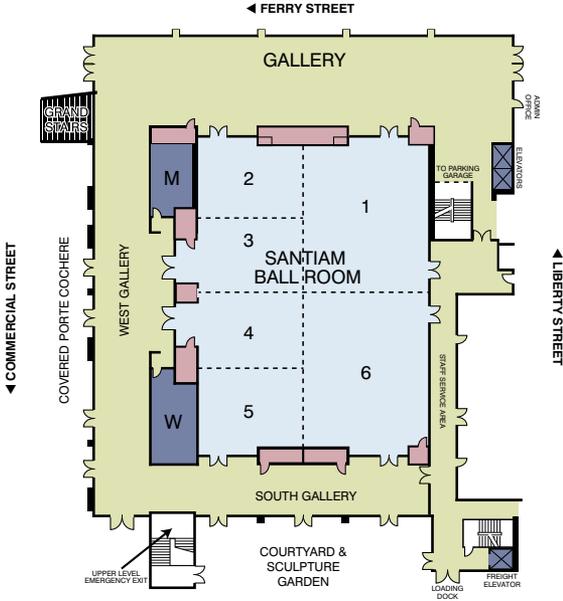
Kate Brown, Governor



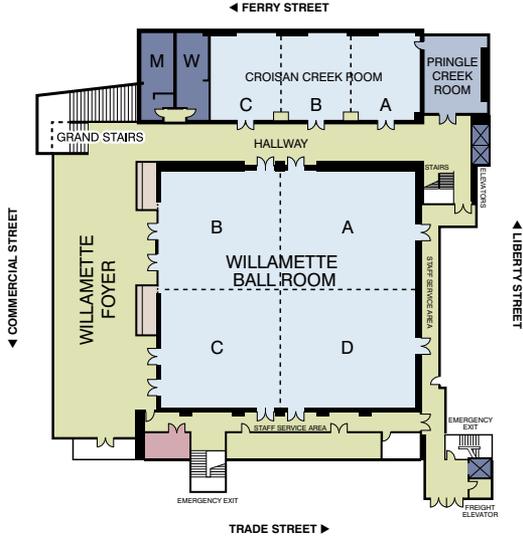
Leslie Cummings, Deputy Secretary of State



# FIRST FLOOR



# SECOND FLOOR



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- Bureau of Revenue & Financial Services
- Portland Bureau of Transportation
- Portland Water Bureau
- Procurement Services
- Prosper Portland

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# Bids & Sub-Bids



## TUESDAY & FRIDAY BI-WEEKLY DISTRIBUTION and READERSHIP:

100,000 copies and  
200,000 readers

## ADVERTISING DEADLINE:

**Deadline for Tuesday's paper:**

Friday, 10:00 am

**Deadline for Friday's paper:**

Wednesday, 10:00 am

## CONTACT:

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# Business Tribune

[BizTrib.com](http://BizTrib.com)

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**Office of Civil Rights**  
Resources for Equity and Opportunity  
in Oregon Transportation



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## MARCH 20 SCHEDULE

### 2019 GOVERNOR'S MARKETPLACE CONFERENCE

11:00 am	<b>Salem Convention Center   Main Floor</b>	
	Attendee and Speaker Check-In	
11:30 am - 12:45 pm	<b>Welcome &amp; Connecting the Dots   Willamette B/C</b>	
	Being an entrepreneur can be risky and isolating. What if you had partners to work with you to plan, fund, start, sustain and grow your business? What if those partners could equip you to build your bottom line? Let's walk together from where you are to the results you want.	
1:00 – 2:45 pm	<b>Willamette B/C</b>  <b>Public Contracting 101 – Demystifying Government Contracting</b>  Small business...big government....  Discover who, what, and where of government contracting. Learn to navigate the spectrum of contracting and diversify your clientele.	<b>Croisan B/C</b>  <b>Connect to Resources: BOLI, CCB, US Department of Labor</b>  Prevailing wage, workforce obligations, and licensing can be complex. Get updates from the CCB, BOLI, and others to help you be successful on your next public works project.
3:00 – 5:00 pm	<b>Willamette B/C</b>  <b>Public Contracting 201 – State and Local Government</b>  Small business...big government....  Discover the who, what, and where of government contracting. Learn to navigate the spectrum of government contracting and diversify your clientele.	<b>Croisan B/C</b>  <b>Public Contracting 201 – Federal Government</b>  Successful contracting at the federal level: terms, methods, thresholds, tools, and locating opportunities. Meet with the experts and take it to the next level.
3:00 – 5:00 pm	<b>Willamette A</b>  <b>Connecting the Dots: Engaging and Diversifying Your Supplier Pool</b>  Find partners to help you develop and leverage strong community relationships, increase supplier diversity, and increase the number and quality of proposals.  Registration Available on iLearn: <a href="https://ilearn.oregon.gov/Default.aspx">https://ilearn.oregon.gov/Default.aspx</a> (GOVERNMENT AGENCY STAFF ONLY)	

## SESSIONS AND CONTACT INFORMATION

### MARCH 20

11:30 am -12:45 pm

Willamette B/C

Welcome & Connecting the Dots



#### **Ruth Miles**

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1:00 – 2:45 pm

Willamette B/C

Public Contracting 101 – Demystifying Government Contracting



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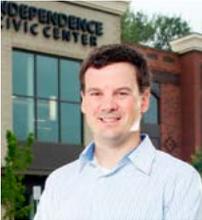
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**Croisan B/C**

**Connect to Resources: BOLI, CCB, US Department of Labor**



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**3:00 – 5:00 pm**

**Willamette B/C**

**Public Contracting 201 – State and Local Government**



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**Croisan B/C**

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## SESSIONS AND CONTACT INFORMATION

3:00 – 5:00 pm

Willamette A

Connecting the Dots: Engaging and Diversifying Your Supplier Pool



### **Ruth Miles**

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Business Oregon is a state agency that invests in Oregon businesses, communities and people to promote a globally competitive, diverse, and inclusive economy.

business oregon

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 **Need Help?**  
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**Secretary of State**  
**Small Business Advocacy Team**

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[Business.SOS@oregon.gov](mailto:Business.SOS@oregon.gov)  
1-844-469-5512 toll-free



# PREPARING FOR MARCH 21 SESSIONS

## START. SUSTAIN. THRIVE

### DEFINING THE 3-PATH SYSTEM AND IDENTIFYING WHERE YOU'RE AT

The three-path system was developed to assist business owners to identify which sessions best suit the needs of their business. Each path will connect you with experts who will provide context, resources, and specialized expertise dealing with market forces, financial and technical support, COBID Certification, and public contracting and procurement.

#### **PATH 1: [START]** concept to approximately 3 years

For those who are interested in starting a business or are in the early stage of their business. Entrepreneurs will receive fundamental guidance on how to start and create an unbreakable foundation, what connections and resources can help every step of the way.

#### **PATH 2: [SUSTAIN]** approximately 3 to 7 years

Intended for existing businesses who seek guidance to ensure stability and structure before taking the next steps to grow. Businesses will review best practices, learn about resources and opportunities that can help position for growth.

#### **PATH 3: [THRIVE]** approximately 7 to 10 years +

For established businesses who are ready to experience substantial growth. In these sessions, businesses will receive critical information to ensure readiness. Experts will focus on key strategies for growth, diversification and expansion.

# MARCH 21 SCHEDULE

## 2019 GOVERNOR'S MARKETPLACE CONFERENCE

7:30 am	<b>SALEM CONVENTION CENTER   MAIN FLOOR</b>	
	<b>Attendee Check-In</b>	
8:00 – 8:50 am	<b>WELCOME &amp; CONTINENTAL BREAKFAST   WILLAMETTE A</b>	
	<b>Moving Oregon Forward</b> - Emcee: Bonnie Milletto	
	Governor Kate Brown is changing the way the State of Oregon does business. Join us for a warm welcome to Salem, continental breakfast and hear about how your organization can benefit from a new framework for success.	
9:00 – 10:20 am	<b>PATH 1 [START]</b>	<b>PATH 2 [SUSTAIN]</b>
	<b>SANTIAM 4 &amp; 5</b>	<b>SANTIAM 6</b>
	<b>Business Basics</b>	<b>Building Your Business Core</b>
	Learn the critical components of starting a business, including marketing, networking strategies, and available resources.	Learn how to build and strengthen the core of your business, withstand expansion, and anticipate needs as you grow.
10:30 – 11:50 am	<b>PATH 1 [START]</b>	<b>PATH 2 [SUSTAIN]</b>
	<b>SANTIAM 4 &amp; 5</b>	<b>SANTIAM 6</b>
	<b>It All Starts with Money</b>	<b>Money to Grow</b>
	Just getting started? Let's talk about how the decisions you make today impact your future financial growth.	There's a whole universe of needs for cash in your business and a whole universe of possibilities. Spend time with the experts to learn about options and determine what's right for your business, now and in the future.
12:00 – 1:15 pm	<b>WILLAMETTE   Luncheon</b>	
	Emcee: Bonnie Milletto	
	Connections are vital throughout your journey to success, no matter what your goals. If you're not connecting authentically with others, most likely you're missing out on perspective, opportunities, or new knowledge that could be a game-changer.	
	Join our luncheon keynote speaker, Stephen Green, for an inspirational call to action that will inspire you to develop powerful connections and real results.	

# MARCH 21 SCHEDULE

## 2019 GOVERNOR'S MARKETPLACE CONFERENCE

	<p><b>ORPIN &amp; COBID STATION</b></p> <p><b>WILLAMETTE FOYER</b></p>	<p><b>EXHIBITING</b></p> <p><b>SANTIAM RIVER ROOM &amp; GALLERY</b></p>
<p><b>PATH 3 [THRIVE]</b></p> <p><b>CROISAN A &amp; B</b></p> <p><b>Be Business-Strong</b></p> <p>Business Strong = connecting with the right people and resources. In this session we'll talk about the importance of:</p> <ul style="list-style-type: none"> <li>• Developing and leveraging Public/Private Partnerships</li> <li>• The relationship between work culture and retention of top talent</li> <li>• Business case for a diversified workforce</li> </ul>	<p>Oregon Procurement Information Network (ORPIN) and Certification Office for Business Inclusion and Diversity (COBID) experts will be stationed in the Gallery to assist business attendees throughout the day with questions and/or hands on training as needed.</p> <p>9:00 am – 3:00 pm</p> <p>[Closed during continental breakfast and luncheon]</p>	<p>Santiam River Room &amp; Gallery will host Public Contracting and Private &amp; Prime Exhibitors.</p> <p>9:00 am – 3:00 pm</p> <p>[Closed during continental breakfast and luncheon]</p> <p>–</p> <p><b>WILLAMETTE FOYER</b></p>
<p><b>PATH 3 [THRIVE]</b></p> <p><b>CROISAN A &amp; B</b></p> <p><b>Increase Your Buying Power</b></p> <p>A banker, an angel and a venture capitalist walk into a conference... Join the conversation about going big with your business.</p>		<p>Willamette Foyer will host Business Resource and Capital Partner Exhibitors.</p> <p>9:00 am – 3:00 pm</p> <p>[Closed during continental breakfast and luncheon]</p>

# EXHIBITOR ROADMAP



## SESSIONS AND CONTACT INFORMATION

### MARCH 21

8:00 – 8:50 am

**Willamette A**

**Welcome & Continental Breakfast - Moving Oregon Forward**

Governor Kate Brown is changing the way the State of Oregon does business. Join us for a warm welcome and remarks by Governor Kate Brown to hear how you can benefit from this new framework for success as our state continues to elevate equity in public contracting.



#### **Governor Kate Brown**

Kate Brown, Oregon's 38th Governor, has over 25 years of experience in standing up for working families and making government more accountable. As Governor, she's signed legislation to improve the state's education system, to add jobs by passing Oregon's largest transportation package, to contain costs by improving government efficiency and accountability, and to ensure that 95 percent of adults and all children have access to health care.

Going forward, Governor Brown will continue to advocate for policies that give Oregonians the tools they need to reach their full potential.

Governor Brown came to Oregon to attend Lewis and Clark's Northwestern School of Law, where she received her law degree and Certificate in Environmental Law. With her husband Dan, Brown raised Dan's son and daughter, who are now grown, in Portland. In February of 2015, Brown and her husband moved into the official residence, Mahonia Hall. When Governor Brown is not busy at the capitol in Salem, you will find her out enjoying nature throughout Oregon.

Emcee: Bonnie Milletto

## SESSIONS AND CONTACT INFORMATION

9:00 – 10:20 am

Santiam 4 & 5

Framework for An Unbreakable Foundation



### Ruth Miles

Tribal Liason, Small Business Advocate  
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**Santiam 6**

**Strengthen & Stabilize Your Business Core**



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10:30 – 11:50 am  
Santiam 4 & 5

**It All Starts with Money**



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**Santiam 6**

**Money to Grow**



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## SESSIONS AND CONTACT INFORMATION

12:00 – 1:15 pm

Willamette Ballroom

Luncheon

Connections are vital throughout your journey to success, no matter what your goals. If you're not connecting authentically with others, most likely you're missing out on perspective, opportunities, or new knowledge that could be a game-changer.

Join our luncheon keynote speaker, Stephen Green, for an inspirational call to action that will inspire you to develop powerful connections and real results.



### Stephen Green

Stephen is a recovering banker & venture capitalist. He got the entrepreneurial itch early on, starting his first business as a junior in college. His career has been spent in Portland, Oregon helping firms big and small figure out the stuff they don't know, that they don't know. As an entrepreneur he has launched a brewery, venture capital firm & a consulting firm to help founders find there way. Spreadsheets are his super power and sneakers are his kryptonite.

Creator of #PitchblackPDX

@pdxstepheng on Twitter

@braxtonp013 on Instagram

Check out my TEDx Talk <https://www.youtube.com/watch?v=abKBA9RvQ0I&t=27s>



### Emcee: Bonnie Milletto

Bonnie pours her heart into her career and those she comes in contact with. She has a way of connecting with others on a personal level as she strives to help reframe minds and perspectives. She brings positivity, joy and purpose into seemingly ordinary situations.

Her middle name is empowerment!

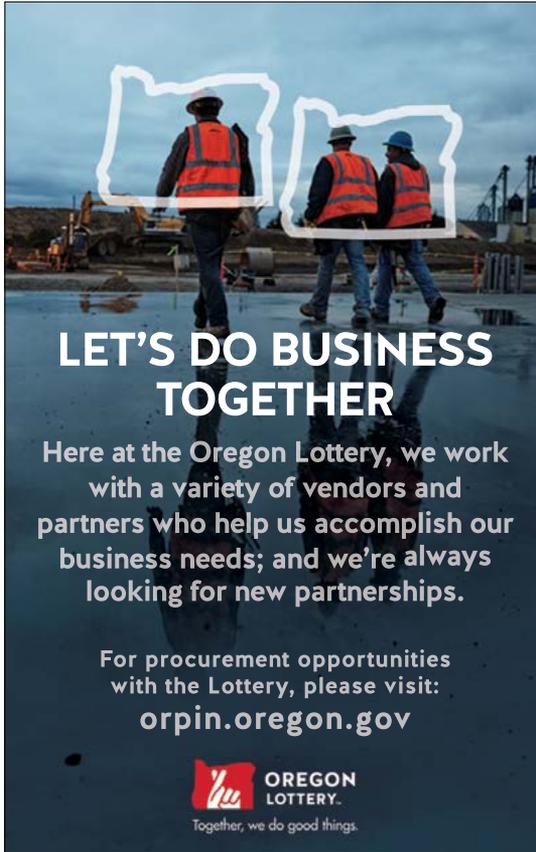
Email: [bonnie@bonniemilletto.com](mailto:bonnie@bonniemilletto.com)

Websites: [www.bonniemilletto.com](http://www.bonniemilletto.com); [www.amazingyouconference.com](http://www.amazingyouconference.com)









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## Assisting Small Businesses

Serving our Communities

## Working with our Youth

Meeting Future Challenges

### Lee Fleming

Supplier Diversity Officer

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[multco.us/purchasing](http://multco.us/purchasing)



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Mentor-Protégé Participant: Energy Performance Engineering, LLC

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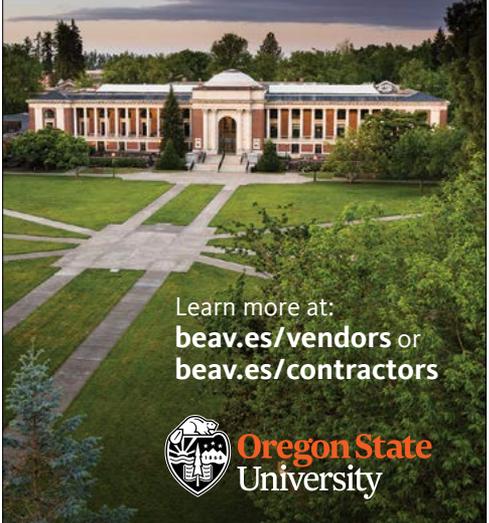
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*The Oregon Youth Authority's mission is to protect the public and reduce crime by holding youth offenders accountable and providing opportunities for reformation in safe environments.*

## SPECIAL ACKNOWLEDGEMENTS

This event could not be possible without the commitment of our valuable and dedicated partners.

### GOVERNOR'S MARKETPLACE PLANNING TEAM AND PARTNERS

Adam Helvey, Department of Administrative Services

Amie Maciera, Willamette Workforce Partnership

Anny Hsiao, Office of Governor Kate Brown

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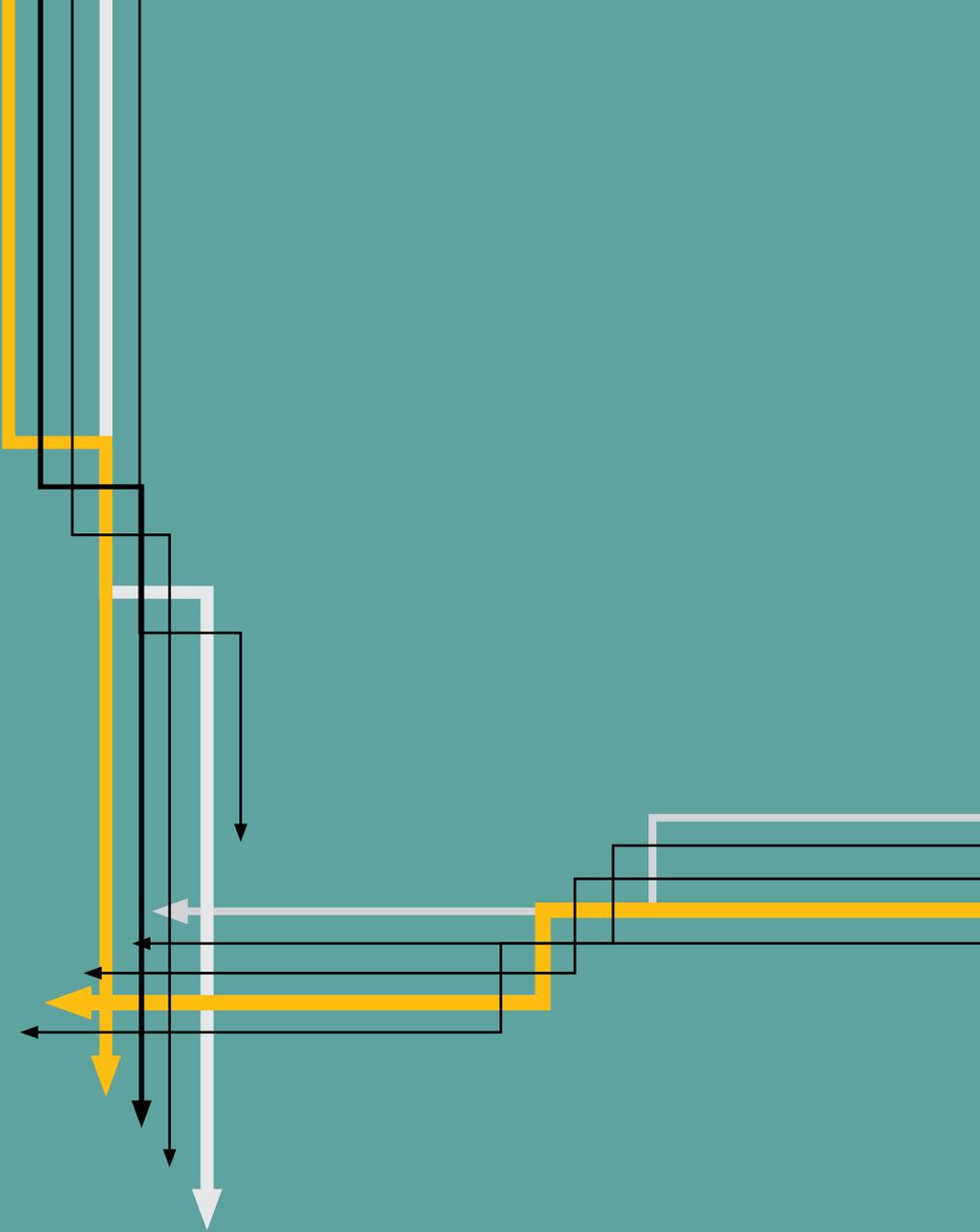
Kelly Stevens-Malnar, Department of Administrative Services

Marin Arreola, Advanced Economic Solutions, Inc.

Ruth Miles, Secretary of State

Sophorn Cheang, Office of Governor Kate Brown





**Office of Governor Kate Brown**

Diversity, Equity and Inclusion/Affirmative Action

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[http://www.oregon.gov/gov/policy/Pages/DEI\\_AA.aspx](http://www.oregon.gov/gov/policy/Pages/DEI_AA.aspx)