

business expo

Celebrating **10 YEARS** **WEST**

Profit Planet People

2021 PROGRAM GUIDE





Thank you to all our sponsors! We couldn't do it without you!

business expo

Celebrating **10 YEARS** **WEST**



 BESThq  @BESThq *Backchannel* #BizExpoWest  BESThq community group

Welcome to Business Expo West 2021, hosted by BESThq in partnership with Serving Our Neighbors.

Celebrating 10 years, we're "OPEN for YOUR Business" as we gather hundreds, livestream, with a collective vision of purposefully and inclusively being #salt&light to "get it done in 21." Thank you for joining like-minded individuals with our community, rooted in principles of Relationship, Empowerment, and Inclusion, with focus on the Quadruple Bottom Line (People, Planet, Profit, and Purpose). As people for others, get connected, journey together and go make a difference.

Shalom,

James Autry | Serving Our Neighbors

Ron White | BESThq

PURPOSEFUL
PROJECTS



STEAM
PATHWAYS CENTER



Bybee Lakes
HOPE CENTER
VICTORY GARDEN
with
VET REST



Livestream Activities

- **9:30am | Early Arrivals** – Early Breakout Room Networking begins
- **10am | BEW2021 Kickoff** – Featured Guests
- **10am - 2pm | Quadruple Bottom-Line Expo Networking**
 - Speakers, Spotlights and Give Aways at the top of each hour
- **2pm - 3pm | Expo Wrap followed by Sponsor led Technical Workshops**
- **3pm - ? | After Party** – at various Central / Downtown Beaverton Area sites

Expo Giveaways!

Must Register through
Eventbrite to Win.

Featured Guests Presenting at Business Expo West 2021



Scot Thompson
Thesis



Herb Yamamoto
OAME-BIM Connection



Eloisa Miller
Oregon Secretary of State



Ozzie Gonzalez
P3 Consulting



Bill Dolan
Spirit Media



Free Technical Workshops Following Expo at 2pm



Small Business
Advocate
Tips & Tricks



Gleaning
Community
Resources



Elevating Your
Influence



How to Get Certified
State of Oregon's Certification
Office of Business Inclusion and
Diversity (COBID)



Myth Versus Reality -
A Discussion on
Culture, Religion & Politics



Navigating The
Public Procurement
Process

Join Us At The After Party!

After Party Stops:
April 8
3pm - ???

No-host Event

Look for Biz Expo Balloons

Beaverton, Oregon

LEGEND



After Party Stops



Walking Path

business expo
Celebrating
10 YEARS People Profit Planet
WEST

@ Beaverton Round:

- * Central Station Taps
- * BG's Food Cartel

@ Across from BESThq:

- * Whabii
- Visit BESThq Member Tent
@ 12745 SW Beavercreek Rd
for a FREE globe stress ball

@ Gateway to Downtown Beaverton:

- * 1st Street Dining Commons

Central Station Taps
3925 SW Rose Biggi Ave
Beaverton, OR 97005

BG's Food Cartel
4250 SW Rose Biggi Ave
Beaverton, OR 97005

Whabii
12775 SW Canyon Rd
Beaverton, OR 97005

1st Street Dining Commons
SW Washington Ave & 1st Street
Beaverton, OR 97005



BESThq Vision: With a focus on relationship, empowerment and inclusion, BESThq shall be recognized as a regional business community leader of Quadruple bottom-line enterprise development: people, planet, profit, purpose.

Special Thanks to:

Events Announcer (emeritus) – Todd Kimball

Photographer – Diego Diaz, Diego Diaz Photography

Music – The Beat Goes On Marching Band

Event Graphic Design & Social Media – Twirl Advertising & Design

Video & Event Production – Paper Flames

Event Management – James Autry, Serving Our Neighbors

Marketing Services – Gabby Thuillier, James Autry,

104.1 The Fish & Salem Media Group

Advisory Board Liaison – John Deveaux

Volunteers – Jill White, Gabby Thuillier, Natasha Hendricks, Kristin Pintarich

Event Communications and Logistics – Tim Park

After Party – Denise Stewart, BBSI, KP Services, Pest Solutions

Giveaways – Saturn Barter, BESThq

Event Planning Team – Ron White, James Autry, Luis Lopez, Gabby Thuillier, Tim Park, Erik Schultz, Jennie Rodriguez, Kristin Pintarich

Event Host Partners – Tektronix, STEAM Pathways Center

Event Operations – Luis Lopez

Get Connected!

Stay Connected

Join the BESThq Community
at our
Virtual Executive Briefing
2nd and 4th Tuesdays
@7:30AM

See all scheduled events
at
BESThq.net/calendar

Become a BESThq Member
for as little as \$10/month!

Visit BESThq.net for details



Join the BESThq
Community on LinkedIn



Follow BESThq
on Facebook



Visit us!
BESThq.net

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DESCHUTES
RIVER

Athletic Complex

The Deschutes River Athletic Complex in Maupin, Oregon will be a world class facility in an extremely unique environment and location.

We are shovel ready!

Join us to get to the finish line!

MaupinDRAC.org



Portland Metro Community Resource Network

What is The Portland Metro Community Resource Network?

The Portland Metro Community Resource Network (PDXCRN) is a community engagement platform that focuses on firming up safety nets and expanding opportunities.

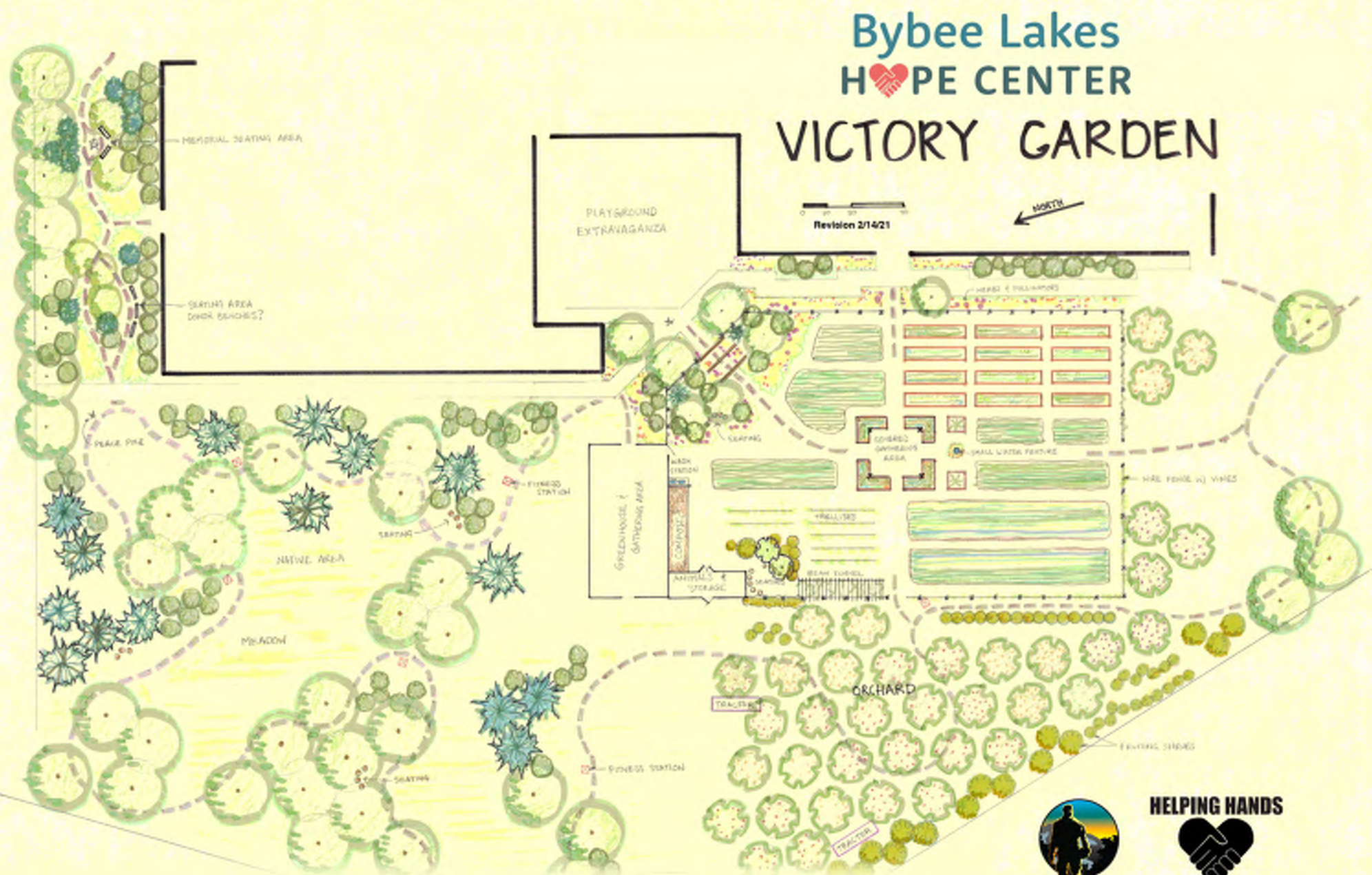
The CRN aligns services, connects resources to fill unmet needs for community members, and accelerates impact by utilizing private sector innovation, leveraging public sector resources and mobilizing social service networks.



Connecting current & future STEAM pros, BESThq's program builds Minds, Relationships and Opportunities



On-site or at remote locations, for over 3 years our program has positively impacted over 1,000. Inquire at STEM@BESThq.net or visit besthq.net/our-services/steam-minecraft-program to Participate, Host, Sponsor & BUILD!



BybeeLakesHopeCenter.com



DESIGNED BY TRACY CERANOLO cyclomaria@yahoo.com

TO HELP BUILD AND GROW IN THE GARDEN,
EMAIL: garden@helpinghandsreentry.org

We partner with businesses to deliver prescriptive marketing solutions to meet their goals and exceed their expectations.



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Ann Reid

Media Strategist

✉ annr@salempdx.com

☎ (503) 652-8137


📍 6400 SE Lake Rd | Suite 350 | Portland, OR 97222

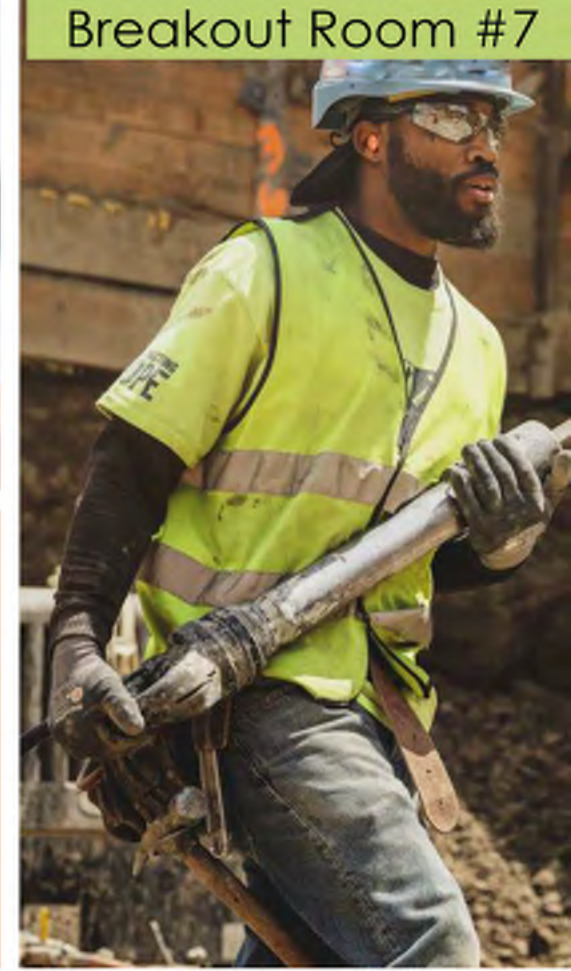
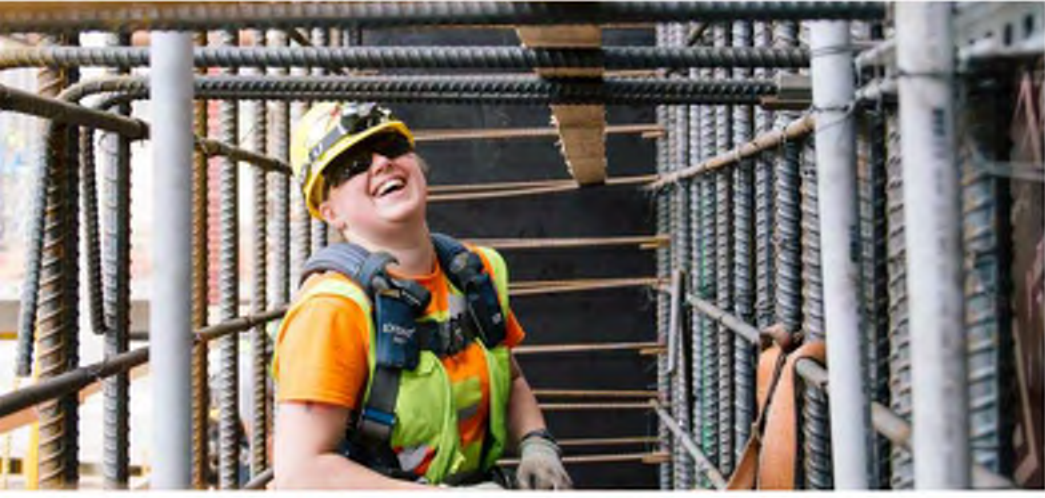
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SUBCONTRACTING COMMUNITY**





Business Partnerships



Doing business with us is
Good for you ...
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We partner to support a healthy Oregon economy by:

- **Buying goods and services** from every sector to serve Oregonians
- **Providing goods and services** to more than 1.6 million Oregonians who, in turn, use those resources in their communities
- **Linking businesses to resources** to increase fair and open competition in public contracting
- **Connecting businesses** with talent, financial incentives and training
- **Hiring and employing** thousands of Oregonians statewide
- **Strengthening communities** by working together to achieve results.



Doing business with DHS and OHA helps:

Your business grow

Oregonians benefit from your expertise

Oregon communities and economies prosper

To learn more, please visit our website:

www.oregon.gov/dhs/business-services/cp

Please check us out on Facebook and Twitter



Office of Contracts & Procurement

503-945-5818

ocp.request@state.or.us

You can get this document in other languages, large print, braille or a format you prefer. Contact the Office of Contracts and Procurement at 503-945-5818 or email ocp.request@state.or.us. We accept all relay calls or you can dial 711.

Office of Contracts & Procurement

Find us online at www.oregon.gov/dhs/business-services/cp

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Economic Development Director
mwilliams@BeavertonOregon.gov | 503-526-2456



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Creativity

Integrity

Skill

Responsive

Reliable

Responsible



Employment - Mentorships - Training - Subconsulting Opportunities

We are committed to opportunities for the whole community. Our long-term support of OAME is based on our belief that our industry grows stronger as we build thriving, broad-based workforces ensuring that the benefit of our work spreads to the whole community.

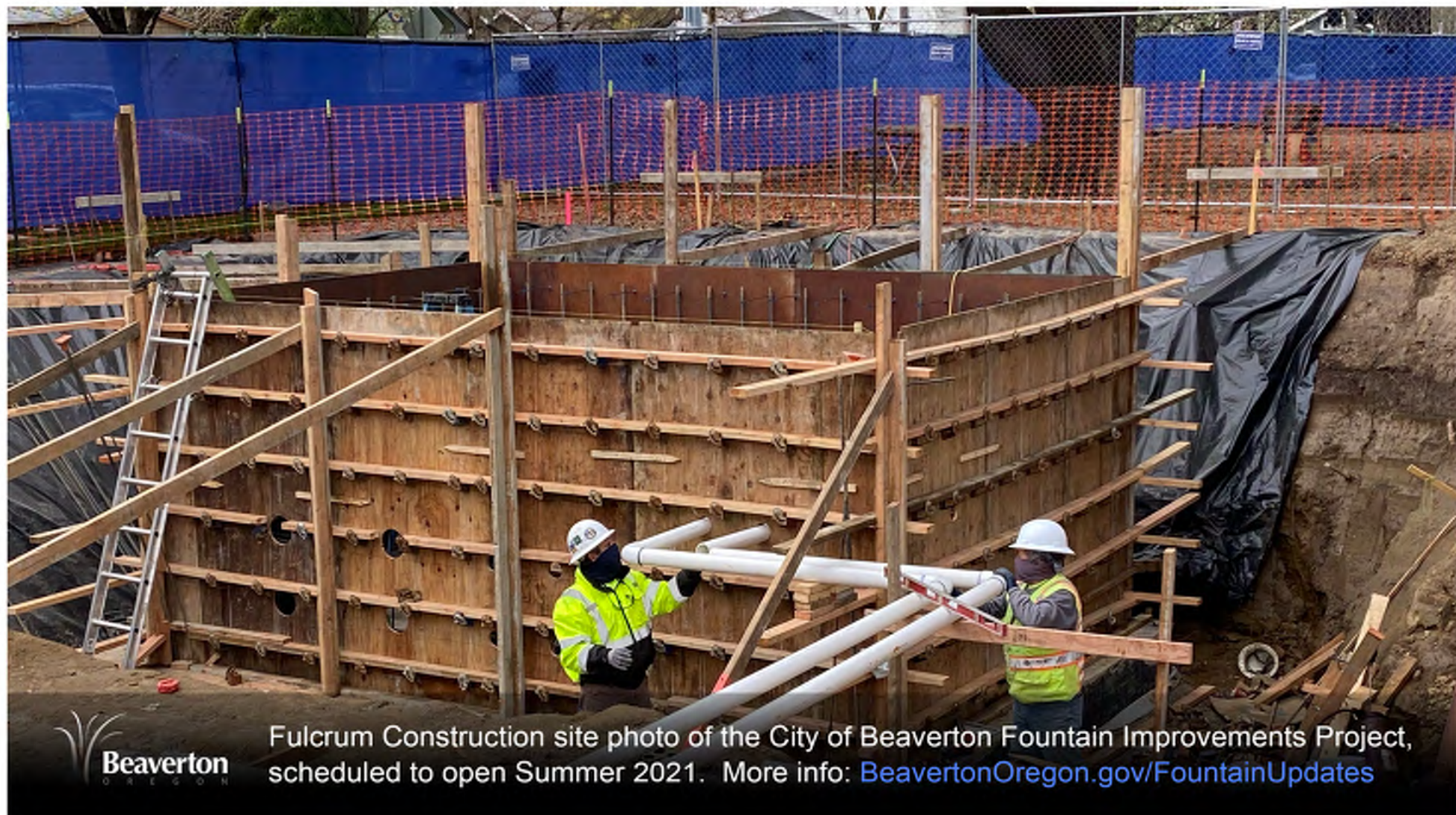
808 SW Third Avenue Suite 300, Portland, OR 503.287.6825 OTAK.COM





FulcrumPDX.com

"Give me a lever long enough and a Fulcrum on which to place it, and I shall move the world." ~ Archimedes



Fulcrum Construction site photo of the City of Beaverton Fountain Improvements Project, scheduled to open Summer 2021. More info: BeavertonOregon.gov/FountainUpdates



BUILD TO LAST.

Fostering diversity, equity,
and community engagement.

Tradeswomen on the Portland Building Reconstruction project.

At Howard S. Wright, a Balfour Beatty company, we build partnerships that foster innovation, a diverse workforce, the growth and development of equity subcontractors, and community engagement. We are committed to making a difference in the communities where we work and live.



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We have programs to assist you if you are an:

- Emerging Small Business
- Disadvantaged Business Enterprise
- Woman-Owned Business
- Minority-Owned Business

Call us. ODOT's Office of Civil Rights, Workforce Development and Small Business Support (503) 986-4350



Want to build your small business?

The Oregon Department of Transportation is committed to helping Oregon small businesses thrive.

Our programs offer training, mentorships and critical guidance on how to work with state government. Find out more... and start growing your business today!



Office of Civil Rights

Resources for Equity and Opportunity
in Oregon Transportation



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Washington County Procurement is engaging in activities with the goal of increasing the amount of business we do with historically under-utilized and disadvantaged businesses particularly COBID Certified Businesses. It is Washington County's goal to increase equity and inclusion in contracting.

Activities include:

- **Internal Training** – Provide training and continuing education to Washington County Departments to ensure awareness of policy goals, activities, and awareness.
- **Outreach** – Increase engagement of outreach procedures and participation in local and regional outreach programs.
- **Potential Contracting Opportunities** – Examine alternatives for creating public contract solicitations by type of work, sub-contracting opportunities and partnerships so as to increase the possibility of involvement.
- **Technical Assistance** – Provide technical assistance and information to outside third parties on feasible options for management assistance, bonding, insurance, certifications, and Washington County's Procurement process.

Sign up with the County procurement portal at www.washcopurch.com.
Contact Procurement directly at 503-846-8737 with questions or suggestions.





Coaching & Consulting



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Purposeful Building



Training & Workshops





Serving Our Neighbors

Our Vision - to see a movement of leaders advancing the peace & prosperity of our communities!

Our Mission - to connect, equip & engage leaders to achieve a greater community impact through strategic partnerships!

www.ServingOurNeighbors.org



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PCC is a proud sponsor of BESThq's Business Expo West



Portland Community College values its relationship with COBID-certified firms and understands the wider impact of shared prosperity and positive cultural representation in the trades, on our student body, and the communities we serve.

pcc.edu/bond

PCC's procurement opportunities are available in ORPIN

Stop by PCC's breakout room to learn about doing business with the college



Take My Free Sales Agility Assessment

Gain a snapshot of how your sales team is doing, and receive a custom report with tips on how to address key sales infrastructure issues.

Do You Have a Solid Sales Infrastructure?

If any of these sound familiar, start by taking the Sales Agility Assessment.

- ▶ Stagnant or declining sales
- ▶ A revolving door of salespeople
- ▶ Lack of salesperson expectations and accountability
- ▶ Uncertain future revenue
- ▶ Compensation plans that don't incent the right behavior
- ▶ Lack of a repeatable sales process
- ▶ Difficulty gaining new business and diversifying

Ready for Tangible Steps for Improvement?

Receive recommendations in the 4 key areas of sales, including:

- ▶ Sales Strategy
- ▶ Performance Management
- ▶ Sales Methodology
- ▶ Organization and Talent

Taking the Sales Agility Assessment is a great starting point for improving your current sales performance. Get started today:



Take the **FREE Sales** Agility Assessment



Receive a Report with Steps for Improvement



Work **with** Me to Make Improvements





Adelante Mujeres is working to build
a more *just society* by empowering
Latinas to lead.

For Latina women and their families, generations of poverty, racism, sexism,
and isolation have limited opportunities for empowerment and education.

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MAY 20-22, 2021

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Certification Office for Business Inclusion and Diversity (COBID)

Disadvantaged Business Enterprise - (ACDBE and DBE)

Federal transportation funded - (FHWA, FTA, and FAA)

- **For-profit**
- U.S. **citizen** or lawfully admitted, permanent resident
- **Registered** with Secretary of State
- **At least 51% owned and controlled**
- Controls and manages **day-to-day operations**
- Contribution of **capital**
- Professional **licensing**
- Gross annual receipts (3 yr. average) not to exceed **\$23.98 million**
 - **\$56,420,000** for ACDBE with some exceptions

Emerging Small Business (ESB)

State, county, city, and special jurisdiction funded

- **For Profit**
- **Race and gender neutral**
- **Oregon business** (*according to federal tax filing*)
- Properly **licensed** (*e.g., Engineering, Plumber, etc.*)
- **Registered** with Secretary of State
- **No joint ventures**

Minority and Women Business Enterprise (M/WBE) and Service Disabled Veteran (SDV)

State, county, city, and special jurisdiction funded

- **For-profit**
- U.S. **citizen** or lawfully admitted, permanent resident
- **Registered** with Secretary of State
- **At least 51% owned and controlled**
- Controls and manages **day-to-day operations**
- Contribution of **capital**
- Professional **licensing**
- Gross annual receipts (3 yr. average) not to exceed **\$23.98 million**

Oregon4Biz.com/How-We-Can-Help/COBID



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Premium Web - Oregon and SW Washington

WA counties include; Clark, Cowlitz, Klickitat, Pacific, Skamania and Wahkiakum

Premium Web - Washington and Greater NW Oregon

OR counties include; Benton, Clackamas, Clatsop, Columbia, Crook, Deschutes, Hood River, Jefferson, Land, Lincoln, Linn, Marion, Multnomah, Polk, Tillamook, Wasco, Washington, Yamhill

Premium Web - Washington and NW Oregon

OR counties include; Clackamas, Clatsop, Columbia, Hood River, Multnomah, Washington

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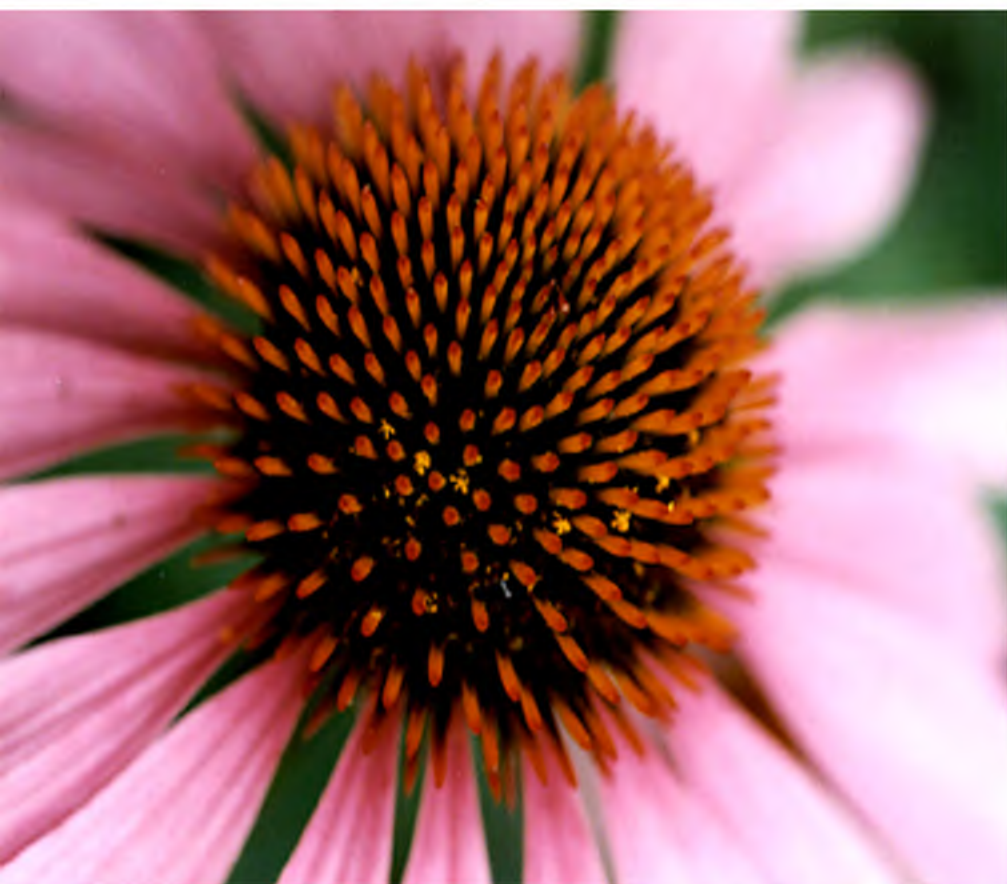
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Let's get down to business

If you operate a minority-owned, woman-owned, service-disabled veteran-owned or emerging small business, Metro wants to help you grow.

Metro helps the greater Portland area plan for the future and provides parks, venues and services across counties and cities. As part of this work, we award millions of dollars in contracts for products and services each year and a wide range of services are needed to get this work done.

Metro procurement staff offer several free trainings throughout the year to help businesses compete in the contract marketplace including business financing, marketing and proposal and bid writing.

So let's get down to business!

Learn more

To learn about contract opportunities, networking events and trainings contact:

Riko Tannebaum

riko.tannebaum@oregonmetro.gov

503-797-1615



Arts and events
Garbage and recycling
Land and transportation
Oregon Zoo
Parks and nature

oregonmetro.gov/contracts



Morgan Stanley

Though I help people from all walks of life, I focus my practice on what is near and dear to me: independent business owners and families with children with special needs.

I help business owners manage the complexity of their financial lives and avoid mistakes. I pay attention to what is important: helping to manage risk by diversification and building their wealth.

My other passion is helping families with special needs children. Families like mine often struggle with competing priorities of saving for retirement, leaving bequests for their other children and making sure that their special needs children are well-taken care of.

One of the critical elements of financial planning for families with special needs children is safeguarding government benefits and preserving the child's quality of life. I can help you achieve these goals here at Morgan Stanley.



Natasha Hendricks
Financial Advisor &
Financial Planning Specialist
Morgan Stanley Wealth Management
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information on business development
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“Everybody’s In, Nobody’s Out.”

OAME has strived to implement an all-inclusive organization that is built to encourage everyone to live and work by our motto.

Since 1987, OAME has been in existence as a non-profit, tax exempt membership organization.

With the Mission of;

“promoting and developing entrepreneurship and economic development for ethnic minorities in the State of Oregon & SW Washington”,

OAME helps lead the way by networking, sharing resources and offering various Business Development tools, techniques and resources for Minority Owned Businesses.



A Diverse Team is a Better Team

Skanska is an equal opportunity employer committed to developing a workforce and fostering business partnerships that reflect the diversity of the communities in which we live.

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TriMet's Disadvantaged Business Enterprise program helps businesses owned by people of color and women compete for contracts.

See all the opportunities at
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TRIMET





Build a Profitable and Rewarding Small Business

BREAKOUT ROOM TOPICS FOR DISCUSSION Business Expo West 2021

Time	Topic	Who
10:20 to 10:55	SBDC Programs, no cost advising and offerings in Spanish	Kim Allchurch Flick MIM
11:20 to 11:55	Capital Access - So Many Stimulus Programs, So Little Time! What is right for you?	Noah Brockman, Bruce Melzer
12:20 to 12:55	"Discover the 4 KEY challenges EVERY business must address using the Growthwheel toolkit"	Dr. Sean Harry MIM
1:20 to 1:55	So you want to go global? Global Trade Center support for exports, imports, supply chain and more!	David Kohl MIM, Kim Allchurch-Flick MIM



Oregon's Small Business Development Centers have helped thousands of business owners during the past 38 years. We combine one-on-one business advising with training programs taught by business experts, giving small business clients the resources they need to grow. Join us to learn about our innovative programming.



Only 25% of the consumers worldwide are based in the United States. There is tremendous opportunity for you to grow and strengthen your business through exporting your products and services. Whether you are new to exporting or looking to expand to a new global market, the Globe Trade Center can help you get ready to export, find the right markets, and navigate the waters of global trade.

oregonsbdc.org/pcc



Oregon Small Business Development Centers are funded in part through a cooperative agreement with the U.S. Small Business Administration, and by the Oregon Business Development Department.

Programs and services are provided to the public on a non-discriminatory basis. Language assistance services are available for limited English proficient individuals. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact us at 971-722-5080 or sbdc@pcc.edu, to request accommodations. Oregon Small Business Development Centers are funded in part through a cooperative agreement with the U.S. Small Business Administration, and the Oregon Business Development Department.

Turner will be an accountable
and **ACTIVE ALLY**
for **RACIAL EQUALITY** through
our words and **ACTIONS**

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- **Member Benefits Include:**
 - Advocacy and education re utility proceedings (electric, now, and more to come!)
 - Updates on energy matters specifically relating to small business
 - Money opportunities: grants, contract opportunities, etc. tailored for small biz
 - Technical assistance in identifying best practices for your business
- **SBUA Members in Oregon Include:**
 - Industries as diverse as Oregon's economy: Food and beverage, commercial agriculture, recreation, multifamily housing, personal & professional services, apparel, etc.
 - Businesses from across the State of Oregon
 - Smaller and Larger small businesses
 - Businesses paying their own utility bills and businesses who pay lessors and owners
- Find More Information at UtilityAdvocates.org or contact Diane at Diane@utilityadvocates.org
- **Join Today!** UtilityAdvocates.org/News-and-Resources/

