



# DBE REPORTER

OFFICE OF BUSINESS OPPORTUNITY AND EQUITY COMPLIANCE

SPRING 2025

## 39TH ANNUAL DBE WORKSHOP AND NETWORKING SUMMIT **IN REVIEW**

The theme of this year's Summit, "Beyond Borders: Exploring Interstate Perspectives and Opportunities for Business Expansion and Collaboration," perfectly captured the spirit of the 2025 DBE Summit and the work we do every day, says Tondra Davis, Office of Business Opportunity and Equity Compliance (OBOEC) Director during the general session on January 28th.

“ She continued, “At OBOEC, our mission is clear: to ensure that opportunity and access are not just aspirations but realities for disadvantaged businesses across Wisconsin. The DBE program is about much more than meeting goals or checking boxes—it’s about opening doors, breaking barriers, and creating meaningful opportunities that allow businesses to grow, thrive, and make lasting contributions to our communities.

This year’s theme challenges us to think bigger. When we talk about going beyond borders, we’re not just talking about crossing state lines. We’re talking about expanding the way we think about opportunity. It’s about collaboration, leveraging diverse perspectives, and exploring new ways to empower DBEs to reach their full potential.



Tondra Davis, OBOEC Director and Mohsen Javadi, APEX Consulting Engineers and winner of the Glacier Resort giveaway tickets.

We know that the road to success isn’t always smooth. For many disadvantaged businesses, the path is marked by systemic challenges, limited access to resources, and inequities that persist despite our progress. That’s why events like this are so important. They provide a platform to share ideas, learn from one another, and build connections that help us overcome obstacles together.

At OBOEC, we are proud to work alongside our many partners to create opportunities that are equitable and impactful. The 2025 DBE Summit reflects that commitment. The sessions and workshops are designed

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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](#)



# 39th Annual DBE Workshop and Networking Summit

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## Congratulations to the 2025 Secretary's Golden Shovel Award Winners



**Bruce Spann, Spann & Associates**

L to R: Deputy Secretary Scott Lawry, DTSD Deputy Administrator Todd Matheson, **Bruce Spann, Spann & Associates**, DTSD Administrator Rebecca Burkel, and Secretary Kristina Boardman



**Century Fence**

L to R: Deputy Secretary Scott Lawry, DTSD Deputy Administrator Todd Matheson, **Tammy McCormack, Century Fence**, DTSD Administrator Rebecca Burkel, and Secretary Kristina Boardman



**Kim Lobdell, KL Engineering**

L to R: Deputy Secretary Scott Lawry, DTSD Deputy Administrator Todd Matheson, **Scott Cramer standing in for Kim Lobdell, KL Engineering**, DTSD Administrator Rebecca Burkel, and Secretary Kristina Boardman



**Matthew Grove, WTBA**

L to R: Deputy Secretary Scott Lawry, DTSD Deputy Administrator Todd Matheson, **Matt Grove, Director, Wisconsin Transportation Builders Association**, DTSD Administrator Rebecca Burkel, and Secretary Kristina Boardman



# 39th Annual DBE Workshop and Networking Summit

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## Congratulations to the 2025 Secretary's Golden Shovel Award Winners



**Ranard Morris, Forward Services Corporation**

L to R: Deputy Secretary Scott Lawry, DTSD Deputy Administrator Todd Matheson, **Jennifer Marks standing in for Ranard Morris, Forward Service Corporation**; DTSD Administrator Rebecca Burkel, and Secretary Kristina Boardman



**Super Western**

L to R: Deputy Secretary Scott Lawry, DTSD Deputy Administrator Todd Matheson, **Jake Anderson and Josh Regent-Smith, Super Western**; DTSD Administrator Rebecca Burkel, and Secretary Kristina Boardman



**Tremmel-Anderson Trucking, LLC**

L to R: Deputy Secretary Scott Lawry, DTSD Deputy Administrator Todd Matheson, **Crystal Tremmel-Anderson, Tremmel-Anderson Trucking**, DTSD Administrator Rebecca Burkel, and Secretary Kristina Boardman



## 39TH ANNUAL DBE WORKSHOP AND NETWORKING SUMMIT IN REVIEW

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to provide attendees with practical tools, valuable insights, and the inspiration they need to take their business to the next level.

The Annual DBE Summit is about action. Attendees were encouraged to network with peers, ask questions, and to think beyond their current borders. What partnerships can you develop? What new ideas can you implement?

How can you use the knowledge and resources shared at the Summit to drive your business forward?

Together, we have the power to transform challenges into opportunities and aspirations into achievements. Let's go beyond borders and create a future where every business has the tools and support, they need to succeed!





# 39th Annual DBE Workshop and Networking Summit



[See more photos of the 2025 DBE Summit on Flickr](#)

## A Special Thank You to 39th Annual DBE Summit Sponsors





# 39th Annual DBE Workshop and Networking Summit

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## DBE WORKSHOPS: PowerPoint and Video Presentations

[WisDOT Construction Let Forecast](#)

[Construction Technology](#)

[Three Pillars of AI Implementation in Engineering](#)

[Local Programs, Harbors, and Opportunities](#)

[The Ethics of Artificial Intelligence](#)

[AASHTOWare Project Civil Rights & Labor \(AWP-CRL\)](#)

[Understanding the Value of OJT with WisDOT and HCST Graduates](#)

[Open-Ended Performance Plan for DBE on Design-Build Project](#)

[Cybersecurity Protocols and Other Emerging Concerns on Government Contracting](#)

[Smoke and Mirrors, Separating Real Trends from Fads in Employee Benefits](#)

### CONSTRUCTION PROJECT SPOTLIGHTS:

[I-94 East West Corridor](#)

[Interstate 41](#)

[Blatnik Bridge](#)

[Demystifying MMSD Project Opportunities](#)

[City of Milwaukee Water Replacement Lead Service Lines](#)

### A CALL TO ACTION for DBEs and Primes in 2025

- [WisDOT Mentor-Protégé Program](#)
- [KSD Construction Services Inc](#)
- [ANASA Traffic Control Services](#)

[See more photos of the 2025 DBE Summit on Flickr](#)



# WisDOT Overall DBE Goal Summary Report

FEDERAL FISCAL YEAR 2025 / OCT 2024 - DEC 2024

OVERALL DBE ANNUAL GOAL - 12.42%		DBE CONSTRUCTION CONTRACTS	
Overall Federal Funds	\$392,840,873	Federal Funds	\$377,336,871
Overall DBE Goal Committed	\$50,358,941	Assigned DBE Goal	\$31,662,295
Overall DBE Goal Percent	12.82%	DBE Goal Committed at Bid	\$38,258,002
Conscious Attainment	\$21,369,161	Committed after Contract Execution	\$7,135,192
DBE Conscious Percent	5.43%	# Approved Contracts	107
Neutral Attainment	\$28,989,780	# Approved GFE	4
DBE Neutral Percent	7.37%	DBE CONSULTANT CONTRACTS	
		Federal Funds	\$15,504,002
		DBE Goal Committed	\$4,965,747

## WisDOT Overall DBE Goals for FFY 2024, 2025, 2026

Wisconsin DOT’s overall annual triennial DBE Goal for Federal Fiscal Years (FFY) 2024, 2025, and 2026 has been set at 12.42%.

This is a .01% increase from the previous goal of 12.41% for FFY 2021 - 2023 representing an increase of \$64.6 million in additional DBE goal achievement projected, shown left.

FFY 2021, 2022, 2023	OVERALL ANNUAL GOAL		CONSCIOUS PORTION		NEUTRAL PORTION	
	%	\$M	%	\$M	%	\$M
Annual Estimated FHWA Funds						
\$750 million Construction and Consulting Contracts	12.41%	\$93.1	8.14%	\$61.1	4.27%	\$32

FFY 2024, 2025, 2026	OVERALL ANNUAL GOAL		CONSCIOUS PORTION		NEUTRAL PORTION	
	%	\$M	%	\$M	%	\$M
Annual Estimated FHWA Funds						
\$1.26 billion Construction and Consulting Contracts	12.42%	\$157.7	7.4%	\$116.7	5.02%	\$82



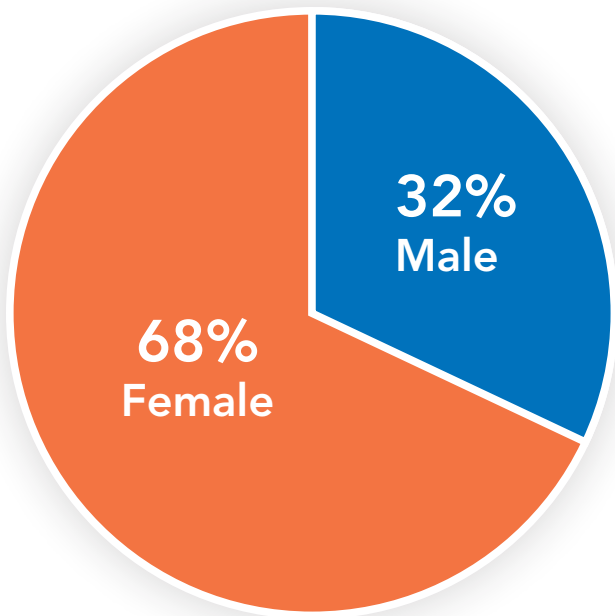
Wisconsin DOT’s overall annual triennial DBE Goal for Federal Fiscal Years (FFY) 2024, 2025 and 2026 was set at 12.42% which calculates to \$157.7 million in construction and consulting contracts. DBE conscious attainment was set at 7.4% or \$116.7 million and DBE Neutral attainment at 5.02% or \$82 million. For the first quarter in FFY2025, DBE conscious attainment is 5.43% or \$4.56 million and Neutral attainment is 7.37% or \$28.9 million. WisDOT is exceeding its goal primarily through neutral attainment, and we applaud the prime contractors and professional consultants in recognizing the value in utilizing Wisconsin small, women and minority owned businesses even when there is no goal set on a project.

# WisDOT Overall DBE Goal Detailed Report

Federal Fiscal Year 2024 (OCT 2023 - SEPT 2024)

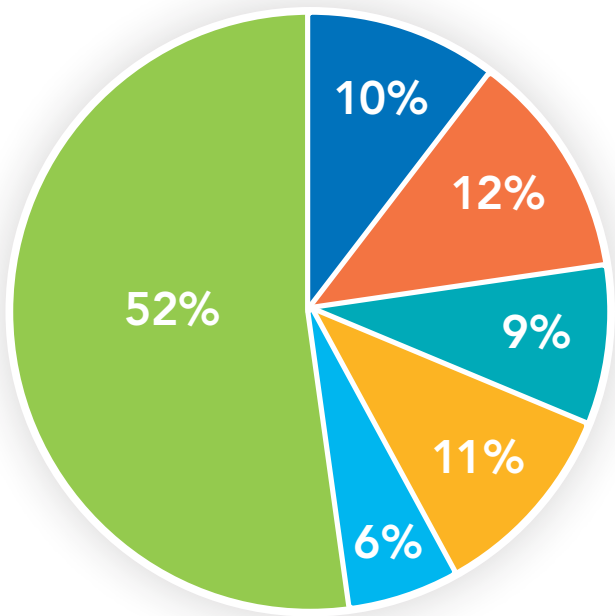
## DBE Participation on WisDOT Heavy Highway Contracts

BY GENDER



Female \$75,242,737.23  
Male \$35,901,180.56

BY MINORITY GROUP



Asian-Indian Americans \$11,694,200.17  
Asian-Pacific Americans \$13,554,008.10  
Black Americans \$9,514,804.34  
Hispanic Americans \$11,979,304.95  
Native Americans \$6,392,667.93  
Non-Minority \$58,008,934.30

### FEDERAL FISCAL YEAR 2024 / OCT 2023 - SEPT 2024

OVERALL DBE ANNUAL GOAL - 12.42%	
Overall Federal Funds	\$854,945,351
Overall DBE Goal Committed	\$111,137,229
Overall DBE Goal Percent	13.00%
Conscious Attainment	\$45,568,587
DBE Conscious Percent	5.33%
Neutral Attainment	\$66,343,759
DBE Neutral Percent	7.76%

DBE CONSTRUCTION CONTRACTS	
Federal Funds	\$710,947,855
Assigned DBE Goal	\$60,456,764
DBE Goal Committed at Bid	\$68,693,475
Committed after Contract Execution	\$21,932,014
# Approved Contracts	228
# Approved GFE	9
DBE CONSULTANT CONTRACTS	
Federal Funds	\$143,997,496
DBE Goal Committed	\$20,511,740



# WisDOT Overall DBE Goal Detailed Report

Federal Fiscal Year 2024 (OCT 2023 - SEPT 2024)

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## DBE Participation on Highway Construction Contracts

### BY PRIMARY WORK TYPES

PROFESSIONAL SERVICES			
Archaeology Survey and Study	\$565,982.00	Planning	\$225,129.00
Construction Management	\$3,675,839.00	Real Estate Acquisition	\$312,830.00
Design Engineering	\$8,803,444.00	Surveying- staking	\$761,681.83
Geotechnical Services	\$352,619.00		
HIGHWAY CONSTRUCTION			
Bridge Work/Approaches/Slope Paving/ Deck Repair-Overlay Abutment &/or Endwalls/Wingwalls	\$65,487.00	Pavement Marking/Temporary Marking /Locating No Passing Zones/Removals	\$149,129.66
Iron work: (Bridge or pavement) Bar Steel/Reinforcing Steel Drilled Tie- Dowel Bars Railings	\$10,991,011.52	Signs/Posts Markers/Removals	\$4,792,527.78
Bridge Painting/ staining *Pigmented Surface Sealer / Rout & Seal	\$2,481,784.07	QMP/Material Testing	\$3,317,426.88
Milling/Pulverize and Relay/Rumble Strips	\$43,950.00	Construction Staking	\$705,734.64
Concrete Barrier Permanent (CIP)	\$2,931,186.52	Labor	\$44,667.03
Curb & Gutter/Sidewalk /Detectable Warning Yellow /Temporary Pedestrian/ Removals - Appurtenant concrete work - Driveways * Colored Concrete/Stamping	\$15,977,871.97	Traffic Control Flagging Temp Pavement Marking (paint or tape) *Temporary Concrete Barrier *Temp Pedestrian	\$2,871,439.40
Drainage: Culvert Pipes Storm Sewer- Inlets- Manholes/Pipe/Grates/ Removals *Surface drains	\$21,542,410.19	Trucking: Excavation, Aggregates, Slurry, Asphalt, Millings, Temporary Concrete Barriers-delivery, Removals * Contaminated soil hauling	\$55,712,445.07
Electrical Work/Lighting/Traffic Signals/ Poles/ Pedestals/Bases/Loop Detector/ Removals/ Utilities *Fiber Optic *ITS	\$3,984,117.59	Manufacturer/ Supplier - Steel/Rebar (no installation)	\$10,363,023.11
Beam Guard/Cable Barrier Install/Removals	\$6,786,941.83	Supplier - PVC Pipe/Paint	\$73,937.87
Erosion Control/Dust Control/Riprap/Turbidity barrier; Soil Stabilizer; Inlet protection Emat/Silt Fence/ditch checks	\$10,265,658.41	Supplier - Electrical/ Lighting	\$4,266,122.05
Landscaping Seed/Sod/Topsoil/Mulch Tees/Shrubs/Plantings	\$752,304.52	Supplier - Incidental materials/ Erosion Control Domes	\$4,794,843.31
Field Office/Site Trailers	\$213,400.00	Supplier - Pavement Marking	\$8,095,829.37
Pavement Cutting/Drilling/Sawing	\$1,756,471.62	Supplier - Pipe - steel/concrete	\$3,151,322.40
Construction Site Clean-up (Road Sweeping)	\$304,023.61	Redi-Mix Concrete	\$1,931,496.65



## **BENCHMARK Line & Grade Specialists, LLC**

Hannah Schultz, President  
1604 S. Honey Lake Road  
Burlington, WI 53015  
(262) 379-0218  
<https://benchmarkstaking.com>

NAICS code:  
541370 - All Other Support  
Services

## **BENCHMARK LINE & GRADE SPECIALISTS, LLC**

As a construction staking firm, we work closely with the prime contractor, the project engineer, and other contractors on the project to help it move forward smoothly.

Construction staking, also known as site layout, is a critical phase of the construction process. It involves transforming the engineering designs into physical markers on the ground. These markers guide contractors in accurately placing structural elements during the construction of roads, utilities, and other infrastructure projects.

**BENCHMARK**  
LINE & GRADE SPECIALISTS



Accuracy is of the utmost importance in construction staking, ensuring that every aspect of the project aligns with the approved plans. This precision helps prevent costly mistakes and delays. By establishing exact locations for features like subgrade, base, bridges, curb and gutter, sidewalk, storm sewer, lighting, walls, curb ramps, etc. construction staking helps ensure the project is constructed correctly.

Using specialized surveying equipment, we measure and mark the exact locations of the project's features. This often involves using stakes, flags, hubs, nails, and paint.

BENCHMARK's focus is the Southeast Region. The staff at BENCHMARK have been involved in projects in varying sizes, including the Zoo Interchange, the Mitchell Interchange, the I39 corridor, and countless others.







**PRISM TECHNICAL**  
Management & Marketing Services, LLC

## WHEN RESULTS MATTER

Founded in 1995 by Milwaukee native Randy Crump, Prism was built on the belief that inclusion strengthens communities. What started as a small consulting firm has grown into a recognized leader in business engagement, workforce diversity, and public involvement. Prism continues to bridge the gap between businesses, communities, and economic opportunities—helping organizations meet their goals while creating lasting impact.

From building workforce pipelines to strengthening small businesses, Prism delivers tailored solutions that drive impact in Milwaukee and beyond.

### Our Services

At Prism, we specialize in:

- **Business & Workforce Training** – Designing and implementing innovative programs that empower small businesses, workforce development initiatives, and internship programs.
- **Community Benefits & Compliance Monitoring** – Ensuring businesses and workforce participation commitments are met through strategic oversight and reporting.
- **Business & Talent Development** – Connecting businesses with opportunities and talent while developing the next generation of professionals and linking them to meaningful career opportunities.
- **Community Engagement & Public Involvement** – Leading outreach initiatives that ensure public voices shape projects impacting their communities.
- **Event & Conference Coordination** – Planning and executing business-focused events that facilitate connections, education, and growth.

Prism is committed to helping businesses, communities, and individuals succeed through strategic partnerships, expert program development, and meaningful engagement. Whether it's ensuring diversity on a major project, developing a workforce initiative, or connecting communities with resources, Prism delivers results.

To learn more about how Prism can support your next project, visit [www.prismtechnical.com](http://www.prismtechnical.com)



### NAICS Codes:

- 541611** Administrative Management and General Management Consulting Services
- 541618** Other Management Consulting Services
- 561110** Administrative Management Services
- 541430** Graphic Design Services
- 541613** Marketing Consulting Services
- 541910** Marketing Research and Public Opinion Polling
- 561410** Document Preparation Services
- 611430** Professional and Management Development Training
- 518210** Data Processing, Hosting, and Related Services
- 541810** Advertising Agencies

## ROSALIND ROBERSON

**Dedicates her time to organizing Support Services for DBEs in need of Business Assistance.**

For the past 17 years, Rosalind Roberson has proudly served the Disadvantaged Business Enterprise (DBE) community through Wisconsin DOT's Office of Business Opportunity and Equity Compliance. She dedicates her time to organizing support services for DBEs in need of business assistance, planning the annual DBE Workshop Networking Summit, quarterly newsletters and stakeholder committees.

Rosalind was born and raised in Milwaukee, Wisconsin. She owns her home and resides with a two-year-old Pit Bull terrier, Samson. After high school, she joined the United States Army Reserves (USAR) and during college she joined R.O.T.C. to become a commissioned officer in the United States Army. For nine years she spent most of her military time as the Headquarters Detachment Commander at the 3rd Battalion, 3rd Brigade, 84th Division in Milwaukee. Rosalind retired a Captain from the USAR when she started her professional career as the Apprenticeship Coordinator at the Milwaukee Urban League.

As the Minority Apprentice Recruitment Project Coordinator, where she recruited minority men and women for the construction trades apprenticeship programs, she was surprised to learn that Wisconsin had apprenticeship programs since she graduated from Milwaukee Tech with a certificate in cabinetmaking. Instead, Rosalind attended the University of Wisconsin – Whitewater and earned a Bachelor of Science degree in Office Administration and earned 15 credits towards a master's degree in Career Counseling. In 1990, she withdrew from college to serve her country during Operation Desert Storm.

In 2008, under the leadership of WisDOT Deputy Secretary Ruben Anthony, Director Eugene Johnson, and DBE Program Chief Michele Carter, she was hired as the Civil Rights Urban Outreach Strategist where her primary responsibilities were stakeholder engagement for the I-94 North/South Mega Project in southeast Wisconsin. Rosalind coordinated the transportation advisory committee meetings (TRANS-AC and TRANS-CAC) for contractors, consultants, DBE Stakeholders and Transportation Alliance for New Solutions (TrANS) graduates. She also coordinated the one-week Career Awareness Summer Project for fifth to eighth graders. The students were exposed to careers in the transportation industry and participated in various construction activities throughout the state.

Rosalind was the first WisDOT staff to submit a proposal to the Federal Highway Administration (FHWA) for DBE Support Services that resulted in a \$297,000 federal grant. As the DBE Support Services Coordinator, she is responsible for implementing and overseeing professional consultant contracts for DBE coaching services, the Mobilization Loan Guaranty and Mentor-Protégé Programs. She is also the chief planner for the annual DBE Workshop and Networking Summit and editor of the DBE Alerts and DBE Reporter newsletters.

During her personal time, Rosalind enjoys reading, praying, and building her brand, Creative Solutions Collectibles. She cherishes her relationship with God and, when working with people, Rosalind practices her faith with love, joy, peace, patience, kindness, goodness, meekness and temperance. She has committed her life to serving Him and keeping his commandments. *"Delight yourself in the LORD and He will give you the desires of your heart ... commit your way to Him, trust also in Him and He shall bring it to pass."* Psalm 37:4-5

### CONTACT ROSALIND FOR DBE BUSINESS ASSISTANCE

- Business Consultation/ Coaching
- DBE Profiles and Capacity Assessments
- Mobilization Loan Guaranty
- Mentor Protégé Pairs Formal Agreements
- Bid Express Small Business Network Subscriptions
- Marketing & Communications
- QuickBooks Training/ Financial Planning
- Networking Opportunity Sessions
- Submitting Quotes and Bid Assistance
- Technical Development Workshops





# Unified Certification Program (UCP)

## Newly Certified DBE Firms | July 2024 - February 2025

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### WISDOT

#### Crossroads Highway Products, LLC

Stephanie Duncan  
Mooresville, IN 46158  
sduncan@crossroadshighway.com

**CERTIFICATE DATE:** 02/06/25

**HOME REGION:** Non-WI

**NAICS CODES:**

423390 - Other Construction Material Merchant Wholesalers  
423320 - Brick, Stone, and Related Construction Material Merchant Wholesalers  
424690 - Other Chemical and Allied Products Merchant Wholesalers  
424950 - Paint, Varnish, and Supplies Merchant Wholesalers  
425120 - Wholesale Trade Agents and Brokers

#### Riveter Enterprises

Carla Stephany  
Malone, WI 53049  
carla@riveter-enterprises.com

**CERTIFICATE DATE:** 02/03/25

**HOME REGION:** NC

**NAICS CODES:**

236220 - Commercial and Institutional Building Construction  
236210 - Industrial Building Construction  
541611 - Administrative Management and General Management Consulting Services

#### Bus & Truck of Chicago, Inc.

Casey George  
Chicago, IL 60638  
caseyg@busntruckchicago.com

**CERTIFICATE DATE:** 01/31/25

**HOME REGION:** Non-WI

**NAICS CODES:**

541614 - Process, Physical Distribution, and Logistics Consulting Services  
811111 - General Automotive Repair  
811121 - Automotive Body, Paint, and Interior Repair and Maintenance

#### Centurion Planning & Design, LLC

Molly Waller  
San Angelo, TX 76903  
molly@plan.design

**CERTIFICATE DATE:** 01/31/25

**HOME REGION:** Non-WI

**NAICS CODES:**

541320 - Landscape Architectural Services  
541330 - Engineering Services  
541370 - Surveying and Mapping (except Geophysical) Services  
541380 - Testing Laboratories and Services  
541611 - Administrative Management and General Management Consulting Services

#### Dedicated & Motivated Express, Inc.

Michelle Gilman  
Lone Rock, WI 53588  
accounting@dandmexpress.com

**CERTIFICATE DATE:** 01/24/25

**HOME REGION:** SE

**NAICS CODE:** 488510 - Freight Transportation Arrangement

#### Poepping, Stone, Bach & Associates, Inc

Alicia Ahmed  
Quincy, IL 62305  
rafata@psba.com

**CERTIFICATE DATE:** 01/24/25

**HOME REGION:** Non-WI

**NAICS CODES:**

518210 - Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services  
541330 - Engineering Services  
541512 - Computer Systems Design Services  
541513 - Computer Facilities Management Services  
541519 - Other Computer Related Services  
541620 - Environmental Consulting Services

#### VMC, LLC

Angela Merrifield  
Saint Louis Park, MN 55416  
isabella.varani@vmc LLC.com

**CERTIFICATE DATE:** 01/09/25

**HOME REGION:** Non-WI

**NAICS CODES:**

541330 - Engineering Services  
541611 - Administrative Management and General Management Consulting Services  
541618 - Other Management Consulting Services  
541690 - Other Scientific and Technical Consulting Services  
541715 - Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)  
611710 - Educational Support Services

#### Air Jamaica Transit Corporation

Bobby Hamilton  
Milwaukee, WI 53227  
(414) 628-1187  
airjamaicatransit@gmail.com  
<https://www.reggaecab.com>

**CERTIFICATE DATE:** 12/30/24

**HOME REGION:** SE

**NAICS CODE:**

485310 - Taxi and Ridesharing Services

#### Argo Construction, LLC

Alfonso Arrambide  
Lemont, IL 60439  
(630) 272-8199  
pgao@argoconstructionllc.com

**CERTIFICATE DATE:** 12/26/24

**HOME REGION:** Non-WI

**NAICS CODES:**

237110 - Water and Sewer Line and Related Structures Construction  
238110 - Poured Concrete Foundation and Structure Contractors  
237310 - Highway, Street, and Bridge Construction

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# Unified Certification Program (UCP)

## Newly Certified DBE Firms | July 2024 - February 2025

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### WISDOT

#### Linear A, LLC

Erik Carlson  
412 Sorbonne Rue  
Yutan, NE 68073

**CERTIFICATE DATE:** 12/26/24

**HOME REGION:** Non-WI

**NAICS CODES:**

541690 - Other Scientific and Technical Consulting Services  
518210 - Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services  
541611 - Administrative Management and General Management Consulting Services  
541618 - Other Management Consulting Services  
561990 - All Other Support Services

#### Ruach Consulting & Advisory, LLC

Deidra Gay  
Duluth, GA 30097  
(404) 668-6353  
deidra.gay@ruachconsulting.com  
www.ruachconsulting.com

**CERTIFICATE DATE:** 12/26/24

**HOME REGION:** Non-WI

**NAICS CODES:**

541611 - Administrative Management and General Management Consulting Services  
541612 - Human Resources Consulting Services  
541618 - Other Management Consulting Services  
611430 - Professional and Management Development Training

#### Weinberger & Associates, LLC

Penelope Weinberger  
357 Douglas Street  
Brooklyn, NY 11217

**CERTIFICATE DATE:** 12/26/24

**HOME REGION:** Non-WI

**NAICS CODE:**

541320 - Landscape Architectural Services

#### Charles N Charge of your Freight LLC

Frances Charles  
Stockton, CA 95206  
(209) 594-6402  
charlesnchargeofyourfreight@gmail.com  
www.charlesnchargeofyourfreight.com

**CERTIFICATE DATE:** 11/29/24

**HOME REGION:** Non-WI

**NAICS CODE:** 488510 - Freight Transportation Arrangement

#### Accel Talent and Development Group

Pamela Allen  
Richmond, VA 23219  
(804) 892-6570  
pallen@acceltalentgroup.com  
www.acceltalentgroup.com

**CERTIFICATE DATE:** 11/12/24

**HOME REGION:** Non-WI

**NAICS CODES:**

561320 - Temporary Help Services  
541612 - Human Resources Consulting Services  
561311 - Employment Placement Agencies  
541214 - Payroll Services  
561110 - Office Administrative Services  
541611 - Administrative Management and General Management Consulting Services  
611430 - Professional and Management Development Training  
541890 - Other Services Related to Advertising  
561421 - Telephone Answering Services  
561920 - Convention and Trade Show Organizers

#### Epic Contractors And Materials LLC

Marquis Jamison  
Maywood, IL 60153  
(708) 676-6964  
mjamison@piccontractorsandmaterialsllc.com

**CERTIFICATE DATE:** 11/06/24

**HOME REGION:** 11/06/24

**NAICS CODES:**

237310 - Highway, Street, and Bridge Construction  
238110 - Poured Concrete Foundation and Structure Contractors  
327320 - Ready-Mix Concrete Manufacturing  
561720 - Janitorial Services

#### Alpine Demolition Services, LLC

Kelli Pawlik  
St. Charles, IL 60174  
(630) 761-0100  
kelli@knockitdown.com  
www.knockitdown.com

**CERTIFICATE DATE:** 11/04/24

**HOME REGION:** Non-WI

**NAICS CODE:**

238910 - Site Preparation Contractors

#### Chrysalis Consulting, LLC

Suzanne Phelps  
Zionsville, IN 46077  
(317) 506-4545  
suzanne.phelps@chrysalisglobal.com

**CERTIFICATE DATE:** 11/01/24

**HOME REGION:** Non-WI

**NAICS CODES:**

541611 - Administrative Management and General Management Consulting Services  
541618 - Other Management Consulting Services  
541214 - Payroll Services

#### Only Way Trucking LLC

Jamar Lampley  
Milwaukee, WI 53222  
(414) 763-1055

**CERTIFICATE DATE:** 11/01/24

**HOME REGION:** SE

**NAICS CODE:**

484220 - Specialized Freight (Except Used Goods) Trucking, Local

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# Unified Certification Program (UCP)

## Newly Certified DBE Firms | July 2024 - February 2025

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### WISDOT

#### AR Welding Solutions LLC

Amerfi Rodriguez  
Milwaukee, WI 53210  
(715) 212-2760  
contact@arweldingsolutionsllc.org  
arweldingsolutions.org

**CERTIFICATE DATE:** 10/31/24

**HOME REGION:** SE

**NAICS CODE:**

238190 - Other Foundation, Structure, and Building Exterior Contractors

#### Interstate Steel Sales, Inc.

Deborah Riccione Gaulin  
Williamsville, NY 14221  
(716) 651-5630  
jennifer@interstatesteelsales.com  
www.interstatesteelsales.com

**CERTIFICATE DATE:** 10/31/24

**HOME REGION:** Non-WI

**NAICS CODE:**

423510 - Metal Service Centers and Other Metal Merchant Wholesalers

#### SRL Enterprises LLC

Romaine Lewis  
Jersey City, NJ 07310  
(800) 237-9500  
tstepney@srlenterprises.com

**CERTIFICATE DATE:** 10/31/24

**HOME REGION:** Non-WI

**NAICS CODES:**

541611 - Administrative Management and General Management Consulting Services  
541612 - Human Resources Consulting Services  
541613 - Marketing Consulting Services  
541618 - Other Management Consulting Services  
541720 - Research and Development in the Social Sciences and Humanities  
541990 - All Other Professional, Scientific, and Technical Services

#### AAA Queen Bee Construction, Inc.

Pamela Sterrett-Albertson  
Mooreville, IN 46158  
(765) 913-9012  
pam@queenbeeconstruction.com  
www.queenbeeconstruction.com

**CERTIFICATE DATE:** 10/22/24

**HOME REGION:** Non-WI

**NAICS CODES:**

425120 - Wholesale Trade Agents and Brokers  
561730 - Landscaping Services  
423320 - Brick, Stone, and Related Construction Material Merchant Wholesalers  
237310 - Highway, Street, and Bridge Construction  
423510 - Metal Service Centers and Other Metal Merchant Wholesalers  
238110 - Poured Concrete Foundation and Structure Contractors  
238910 - Site Preparation Contractors

#### Sparkster, LLC

Motassim Sorkaty  
Columbus, OH 43232  
(515) 575-7975  
m.sorkaty@sparksterllc.com  
www.sparksterllc.com

**CERTIFICATE DATE:** 10/21/24

**HOME REGION:** Non-WI

**NAICS CODE:**

561790 - Other Services to Buildings and Dwellings

### MILWAUKEE COUNTY

#### Tires Express LLC

Eric Broxton  
Milwaukee, WI 53216  
info@tiresexpressllc.com

**CERTIFICATE DATE:** 01/24/25

**HOME REGION:** SE

**NAICS CODES:**

423930 - Rubber scrap and scrap tires merchant wholesalers  
562111 - Solid Waste Collection

### CITY OF MADISON

#### E&G Trucking, LLC

Gabrielle Hernandez  
Franklin, WI 53132  
gabrielle.hernandez@egtruckingllc.com

**CERTIFICATE DATE:** 01/14/25

**HOME REGION:** SW

**NAICS CODE:**

484220 - Specialized Freight (Except Used Goods) Trucking, Local

#### Badger State Insulation

Melissa Turner  
Dane, WI 53529  
(608) 206-6297  
badgerstateinsulation@gmail.com

**CERTIFICATE DATE:** 11/01/24

**HOME REGION:** SW

**NAICS CODE:**

238290 - Other Building Equipment Contractors

#### Mobile Glass

Tracy Wegenast  
Waunakee, WI 53597  
(608) 444-7987  
tw@mobileglass.us;  
accounting@mobileglass.us  
mobileglass.us

**CERTIFICATE DATE:** 10/12/24

**HOME REGION:** SW

**NAICS CODE:**

238150 - Glass and Glazing Contractors

#### JMTL Builders LLC

Javier Samudio Carvajal  
Middleton, WI 53562  
(608) 512-5685  
jsamudio@jmtlbuilders.com  
www.jmtlbuilders.com

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

**HOME REGION:** SW

**NAICS CODES:**

236118 - Residential Remodelers  
236115 - New Single Family Housing Construction

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

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

**DTAP**

**DBE Coaches are ready, willing and able to assist you with your business development needs to include the following services:**

- DBE Certification Application
- DBE Coaching
- Business Consultation
- Capacity Building Business Assessments
- Website Development
- QuickBooks Training
- Quote Submissions and Bid Assistance
- Formal Mentorship

**For more information contact Rosalind Roberson at (414) 266-1172 or email [rosalind.roberson@dot.wi.gov](mailto:rosalind.roberson@dot.wi.gov).**



## 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: Rosalind Roberson at [rosalind.roberson@dot.wi.gov](mailto:rosalind.roberson@dot.wi.gov)

### 2025 MEETINGS • 1-3 PM

State Hill Farms Building, Madison  
Conference Room N102

Teams Meeting Link: [Join via Microsoft Teams](#)

May 20

July 15

September 16

November 18

## 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: Rosalind Roberson at [rosalind.roberson@dot.wi.gov](mailto:rosalind.roberson@dot.wi.gov)

### 2025 MEETINGS • 10 AM - NOON

Teams Meeting Link: - [Join via Microsoft Teams](#)

April 23, 2025

July 23, 2025

October 22, 2025

## DBE Stakeholder Advisory Committee

Currently, there is a DBE Stakeholder Advisory Committee operating in the Southeast Region. 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](#)

### SOUTHEAST REGION

#### 2025 MEETINGS • 10 AM - NOON

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

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

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

### NORTHEAST REGION

#### 2025 MEETINGS • 10 AM - NOON

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

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

November 21 - [Join via Microsoft Teams](#)





— 3RD ANNUAL —



## THE SYMPOSIUM UTILITIES INFRASTRUCTURE SUPPLIER DIVERSITY SYMPOSIUM

### THURSDAY, APRIL 10, 2025

### 9:30 AM - 5:00 PM

**Potawatomi Hotel & Casino • Event Center**  
1721 W Canal St • Milwaukee, WI

**ABOUT THE SYMPOSIUM**

The Symposium will feature the region's leading Utilities, Utility Contractors and industry organizations providing Utility Industry Updates, Major Project Presentations, Business Opportunities, and conducting Strategic Business Matchmaking sessions.

**KEYNOTE ADDRESS**



**MICHAEL HOOPER**  
President  
We Energies and Wisconsin Public Service

**GUEST SPEAKERS**



**ANDRE FOSTER**  
Executive Vice President  
of Infrasure,  
a Quanta Company



**DAVID CROWLEY**  
Milwaukee  
County Executive



**DORA BLAKE**  
WI State Senator



**LAFAYETTE L. CRUMP**  
Commissioner Department  
of City Development



**DYLAN HRADEK**  
President  
NPL Construction

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QUANTA



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MILWAUKEE PIPELINE



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MICHELS



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OF WISCONSIN



HOOPER



MG&E



WISCONSIN ECONOMIC DEVELOPMENT



us bank



MILWAUKEE COUNTY  
Office of Equity



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CONSTRUCTION MANAGEMENT

FOR ADDITIONAL INFORMATION OR TO REGISTER, VISIT:  
**[WWW.NAMCWIEVENTS.ORG](http://WWW.NAMCWIEVENTS.ORG)**



LIEUTENANT GOVERNOR'S

## Small Business Academy

SAVE THE DATE ► May 6-9

**WISCONSIN**  
ECONOMIC DEVELOPMENT



## ATTENTION

### ALL HEAVY HIGHWAY CONSTRUCTION DBE FIRMS AND PRIMES WisDOT is phasing out the current Civil Rights Compliance System (CRCS)

The entry of certified payroll reports (CPRs) in AASHTOWare Project Civil Rights and Labor (AWP CRL) will begin with contracts awarded in 2025 moving forward. CPRs for awarded contracts in 2025 and later are contractually required to be entered in AWP CRL.

Click here for more information on Electronic Certified Payroll entry ([ASP-9 Link](#)).

Entry of CPRs for contracts awarded in December 2024 and prior will continue in CRCS. Payments and entry of subcontractors will continue in CRCS.

AWP CRL Certified Payroll Reports (Prime contractor and subcontractors):

<https://awpkb.dot.wi.gov/Content/crl/Payrolls-PrimesAndSubs/Payrolls-PrimeAndSubs.htm>

### CRCS AND AWP CRL CONTACTS

#### CRCS Contact:

**Paul Ndon** at: [paul.ndon@dot.wi.gov](mailto:paul.ndon@dot.wi.gov) for information on exporting payroll/labor data.

Not every contractor's payroll system can produce export files.

For details, see Section 4.8 CPR Auto Submit (Data Mapping) on pages 49-50; 66-71 of the CRCS Payroll Manual at:

<https://wisconsin.dot.gov/Documents/doing-bus/civil-rights/labornwage/crcs-payroll-manual.pdf>

#### AWP CRL DOT Contact:

[DOTLaborCompliance@dot.wi.gov](mailto:DOTLaborCompliance@dot.wi.gov) via email with the subject line "AWP CRL"

AWP CRL Knowledge Base email and QR Code: <https://awpkb.dot.wi.gov>

