

STATE AGENCY RECOGNITION AWARDS 2003

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State Agency: Department of Corrections, Folsom State Prison

Title of Nomination: GOODS AND SERVICES BROCHURE
"SERVICE IS OUR BUSINESS"

Award Recipient: Tess Poling

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EXECUTIVE SUMMARY

Designed a Goods and Services brochure to facilitate communication and increase the participation of small business and/or DVBEs in state contracting. The purpose is twofold: 1) to inform vendors of products and services that Folsom State Prison buys and (2) to create a perpetual brochure that can be used by future advocates.

The brochure is a quick reference tool. It lists the phone, fax, website and the title only of the Small and Disabled Veteran Business Advocate. It itemizes the products FSP buys and the phone and fax numbers of the units that purchase these products.

The brochure answers the most frequently asked questions of vendors and advocates. It offers faster access to bid opportunities. It saves the vendor valuable time and money. It saves the advocate time in screening calls and referrals. It is an excellent handout at trade shows and contacts with vendors.

The brochure also lists the phone and fax numbers of the Department of General Services Certification Unit.

Sustainable features: Printed on both sides, on surplus stock and with no person's name. It will not become obsolete when the advocate leaves the position. It is a perpetual brochure.

PROJECT DESCRIPTION

Implementation Date: September 2002 to present

Designed a “Service is Our Business” Goods and Services Brochure to answer the most commonly asked questions of vendors and SB/DV advocates. The brochure lists the products and services FSP buys along with the phone and fax numbers of the purchasing units, the website, phone and fax numbers of the SB/DV advocate. It also lists the DGS Certification Unit phone and fax numbers.

HOW DID THE PROJECT IMPROVE SB/DV PARTICIPATION?

5. The brochure is a *quick reference tool*. It provides the telephone number, fax number and website of the purchasing unit, the advocate and the DGS Certification Unit.
6. It provides FSP *contracting opportunities*. The departments that purchase the goods and services are listed with the phone and fax numbers. The unit name tells the vendors of the products or service the area may purchase. For example: Heat/Air x4394/fx351-3005. Means the unit will purchase air duct, heat pump, and related equipment and supplies. It lists the phone and fax numbers to contact. It breaks down services under \$5000 (service and expense) and over \$5000 (contracts).
7. It facilitates faster and efficient *communication* between the vendor, advocate and purchasing staff. For example, the advocate receives a call from the vendor, screens the call and asks the FAQ (1) Are you a certified SBDV vendor in the State of California. If the answer is “no”, the advocate explains the benefits of being a certified vendor and reads the DGS Certification Unit phone and fax numbers right from the card. If the answer is “yes” the advocate asks the FAQ (2) What products or service do you provide? Vendor’s reply, “I supply heat and air materials and equipment.” The advocate then reads the phone and fax numbers of the Heat/Air Unit listed in the back of the card. The call is complete. It answers FAQ by vendors: Who is your purchasing staff? What products do you buy?
8. It facilitates faster and direct *connection* between vendors and purchasing staff. The vendor can contact the respective areas directly and fax information or bids to buyers. It eliminates delays in contacts made by vendors, connections to the wrong purchasing departments and speaking to the wrong purchasing official. It saves the vendor and the advocate valuable time and money.

WHAT WORKED AND DID NOT WORK? None

WHAT WOULD I DO DIFFERENT? None

HOW OTHER AGENCIES COULD MODIFY THE IDEA TO MAKE IT WORK FOR THEM.

Identify the purchasing units in their department. On the front of the brochure, print the address, phone, fax, and the title only of the SB/DV. On the back of the brochure, print all purchasing units in alpha order and its subdivision.. This information can also be printed on an 8 ½ x 11 paper that can be faxed to vendors and used as handouts at trade shows. Summarize on the brochure the items and services the department purchases and list the contact website, phone and fax numbers. Print on recycled, reused, or surplus stock.