

## STATE AGENCY RECOGNITION AWARDS 2003

1.

State Agency: Department of Corrections, Folsom State Prison

Title of Nomination: BUSINESS CARD "SERVICE IS OUR BUSINESS"

Award Recipient: Tess Poling

Contact Person: Tess Poling

Mailing Address: Folsom State Prison, Procurement Office, P.O. Box 71, Represa, CA 95671

Phone: (916) 985-2561 Ext. 4213

Fax: (916) 351-3006

Email: fsp-proc@pacbell.net

Person to be notified of winner: Max Lemon, Associate Warden - Business Services

### **EXECUTIVE SUMMARY**

Designed a business card to facilitate communication and increase the participation of small business and/or DVBEs in state contracting. The purpose is twofold: 1) to inform vendors how to be a qualified bidder and 2) to inform vendors on products that Folsom State Prison buys.

The business card is a quick reference tool. It lists the phone, fax, website, and services offered by the Department of General Services. It itemizes the products FSP buys and the phone and fax numbers of the units that purchase these products. The card is printed on both sides.

The card 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.

Sustainable/cost saving features: Printed on surplus stock, both sides.

## **PROJECT DESCRIPTION**

Implementation Date: September 2002 to present

Designed a “Service is Our Business” Business Card to answer the most commonly asked questions of vendors and SB/DV advocates. The card has information on key programs offered by DGS in doing business with the state of California as well as FSP purchasing units phone and fax numbers.

### **HOW DID THE PROJECT IMPROVE SB/DV PARTICIPATION?**

1. The business card is a *quick reference tool*. It provides the telephone number, fax number and website of the Department of General Services. It lists services available such as certification, state contacts (Small/DVBE Advocate Directory, Contracting Officials Directory), and bid solicitations (Subscription Outreach Service, State Contracts Register).
2. It provides FSP *contracting opportunities*. The departments that purchase the majority of goods and services are listed on the front of the card with the phone and fax numbers. All other units are listed in the back of the card. The unit name tells the vendors of the products 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.
3. 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 services offered by DGS along with the website, phone and fax numbers right from the card. If the answer is “yes” the advocate asks the FAQ (2) What products do you carry? 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’s by vendors: Who is your purchasing staff? What products do you buy?
4. 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 card, print the major purchasers. On the back of the card, print all purchasing units in alpha order or by division.. 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 card the items the department purchases and list the contact website, phone and fax numbers. Print on recycled, reused, or surplus stock.